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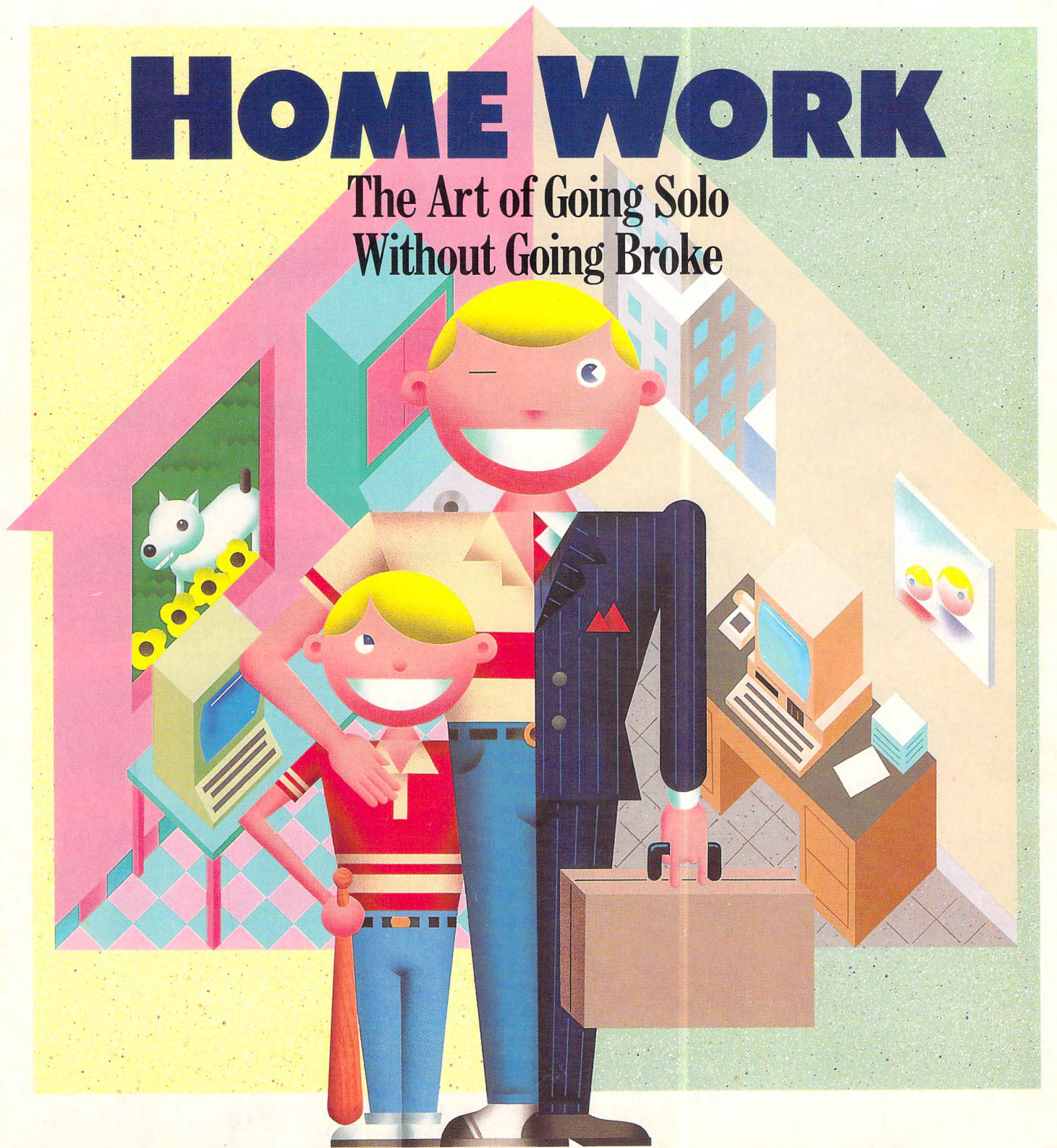
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COMPU SERVE

M A G A Z I N E

HOME WORK

The Art of Going Solo
Without Going Broke



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PC Magazine, Best of 1989 Awards
January 16, 1990 issue

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PC Magazine

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Robert Cullen, Home Office Computing

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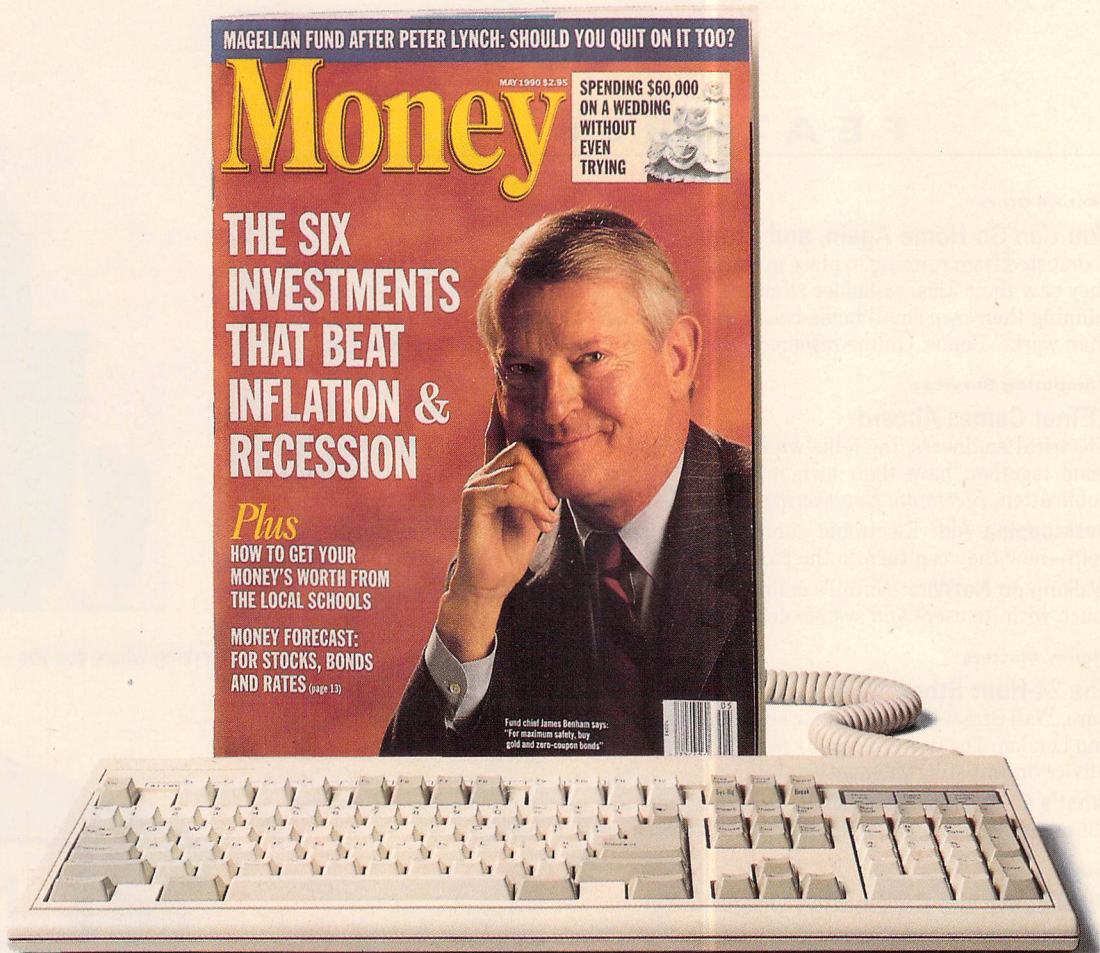
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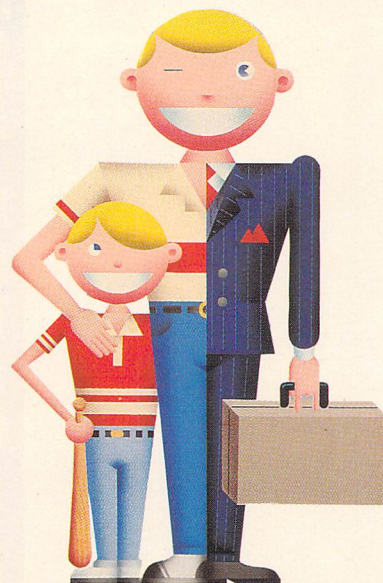
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► Catch computer industry news as it happens, read special reports, commentary and more product reviews. You'll find it only in *Online Today*, a daily updated newspaper.

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COVER ILLUSTRATION BY JOSÉ CRUZ

COMPU SERVE

M A G A Z I N E

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Dear Reader

It's possible that you are among a healthy and growing percentage of people who want to shed those suits and ties, shoulder pads, sensible shoes and Maalox on the Rocks, right along with the company politics and pecking orders that necessitate them. You're tired of commuting, weary of trying vainly to arrange family "quality" time, and fed up with managing people who would really rather be someplace else, too. Most of all, you're tired of submerging your natural creativity under moribund bureaucracy, mind-numbing routine and the meeting-bound torpor characteristic of most corporate life—omnipresent even in many quality companies that try hard to maintain a veneer of spontaneity.

Sound familiar?

If so, you may also be among an increasing number of CompuServers who are contemplating a change or taking the first serious steps toward a new work-lifestyle. The new lifestyle most often chosen has many labels: Working for Yourself. Going Solo. Working from Home. Being Your Own Boss. Becoming a Consultant. Joining the Cottage Industry. Paul and Sarah Edwards, CompuServe's resident experts on working from home, even have a name for people who go it alone—they call them "propreneurs," a home-bound hybrid form of, and '90s twist on, the '80s entrepreneur.

Whatever you call the lifestyle or the people who live it, more workers are taking the leap and succeeding at making a living from doing what they love most in the place they feel most comfortable. Even now, forward-looking social scientists and commentators see a day when those monuments to waste and mediocrity, downtown skyscrapers, will be converted into housing, museums and cultural centers as people abandon the expensive, alienating and time-consuming commute in favor of home-working or small satellite businesses based near home.

Make no mistake, "home-working" in 1990 is not a panacea and it's not for everyone. It takes foresight, planning, some cash reserves and a good measure of self-discipline and confidence. But as a CompuServe member, you have a head start because you are already an experimenter type and familiar with the power of being "connected," which is essential to any home-worker. And now you have another resource: this month's *CM* cover feature, "So You Want to Work From Home..." starting on page 12. Contributing Editor Cathryn Conroy, a home-worker herself, outlines what it takes to become a successful propreneur, including plenty of tips from experts and people who operate flourishing home-based businesses. She also reveals the pitfalls to avoid and where and how to get help on CompuServe, perhaps one of the richest resources for home-workers anywhere in the world.

Even if you have already launched your enterprise, you'll find plenty of valuable information, new ideas and connections to enhance what certainly is already the most enviable lifestyle of the emerging "network nation."

Douglas G. Branstetter
Editor

Background Communications

I recently downloaded a copy of BACKDO.ARC, described as "a background communications program" with "XMODEM, YMODEM and Kermit" (Sept. 1990, p.11). I can forgive the TSR size (120K). I can forgive XMODEM transfers at around 66 percent of "normal." What I can't forgive is recommending a program based solely on the number of downloads.

The program is version 1.0 and dated

5/02/89. Based on obvious bugs in the program, and no updates, it appears to have been abandoned by the author. I was unable to accomplish YMODEM or Kermit transfers. I tried Backdoor's YMODEM against both YMODEM and 1K-XMODEM protocols. I tried its Kermit against MSKERMIT 3.01 (Columbia U.). No error codes, in fact nothing, appeared while the BBS aborted the transfer.

It left me feeling conned. There is so

much good on CompuServe, and I see no reason to waste everyone's time on virtually useless, second-rate programs.

Dana Snow
Sandy, Utah

HandOff Review

Your review of HandOff (Sept. 1990, p. 44) would be more appropriate as a commentary on the limitations of a 1 MB Mac Plus. It reveals that the problems were not with HandOff but with an inability to run memory-demanding graphics applications with only 1 MB of RAM. After upgrading to 2.5 MB, the reviewer could run these applications without problems.

It's hard for me to comprehend how someone using the powerful and expensive applications mentioned in the review couldn't justify spending an additional \$100 to upgrade to 2.5 MB. In addition, contrary to what was stated, HandOff *will* tell which application is missing. This way users will know which cartridge to load.

I'm grateful, however, that the positive side of HandOff was shown, as there are many happy users.

Fred Hollander, President
Software Innovations, Inc.
Allen, Texas

Setting Standards

If you are going to produce a magazine, I hope you will hold yourself and the writers to the standard of other magazines rather than the somewhat sloppy attitudes of some electronic communicators. I have three problems with the September issue:

In the article on Spain (Sept. 1990, p.14), "vividly animated religious figures interact with their audience" confuses the use of animated to mean life-like with cartoon animation. If the statuary really does interact with the viewers, then we are deep into Disney's audio animatronics.

In the next paragraph, we are told, "The cathedral took 160 years to build, with its nave some 1,300 feet high...." This height would allow the Empire State Building to be put inside the nave. The place may be 1,300 feet long, which at nearly a quarter of a mile seems a bit much, or 130 feet high.

On page 60 there is notification that a rebate of up to \$5 will be given for the first session on Magazine Database Plus in September. On page 39 is an article about the product. In the lower right corner of the sidebar, discovered only by accident or by wading through the main article and then the sidebar, is the cost. You are selling product. Make the costs clear.

Mike Firth
Dallas, Texas

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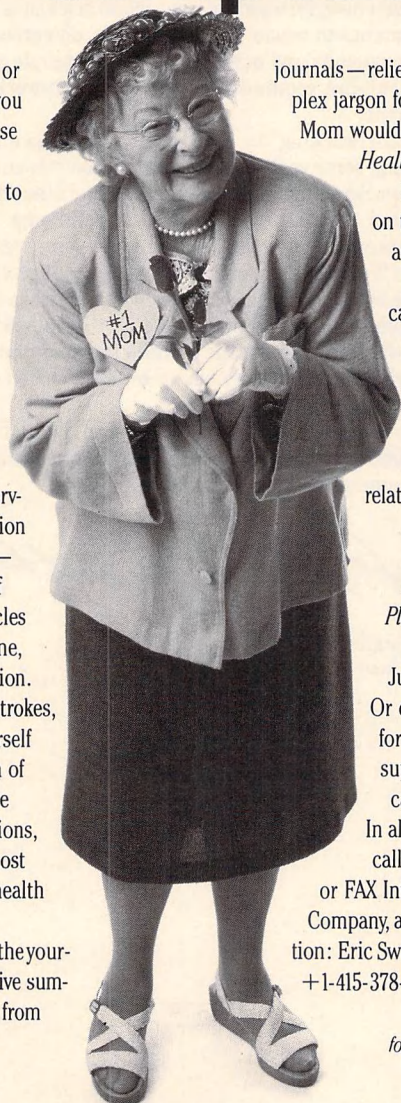
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GO OLI for more information.

Wow, Does This Ever Suck

Finally, a product made for those naughty computer users who insist on having their cake and eating it over their keyboards. Mini-Vac is a lightweight vacuum cleaner designed to remove minute particles of dust and debris from those hard-to-reach crevices between the keys. Unlike compressed air cleaners, that may force dirt into corners and under wires, the Mini-Vac sucks it away.

The six-ounce cleaner runs on one nine-volt alkaline battery and comes equipped with two interchangeable wands, two fine-bristled brushes and its own cloth carryall. The Mini-Vac also can be used on camera equipment, typewriters, stereo equipment, records and other hard-to-clean items, according to the manufacturer.

For more information, contact The Pine Cone, Blake Building, Dept. CM-109, P.O. Box 1378, Gilroy, CA 95021; 408/842-4797. Owner Joseph Blake says The Pine Cone donates \$1 from each \$20.99 Mini-Vac sold to the Northern California Earthquake Relief Fund.



Hitting the Books, with Lasers

The Library of Congress has decided to enter the computer age with its American Memory program, a pilot study using computers and optical discs to disseminate material from the Library.

Carl Fleischhauser, program coordinator, describes American Memory as an outreach program. "We want to find ways to get visual information into electronic form," says Fleischhauser. Currently, seven schools are participating in the study, which uses Macintosh computers and optical disc readers to view or print historical photos and political cartoons. Library of Congress employees are busy scanning other historical material and cataloging it on compact discs, which can then be viewed by participants in the program.

This fall the American Memory program was tested at Brigham Young University in Provo, Utah; Oklahoma State University in Stillwater, Okla.; the US Naval Academy in Annapolis, Md.; the University of Nevada in Reno, Nev.; West Virginia University in Morgantown, W. Va.; and Williamette University in Salem, Ore.

For more information, contact Dr. Fleischhauser at 202/707-6233. Educational issues are debated in the Education Forum (GO EDFORUM).

MEMBER ESSAY

The Reporter Who Even Writes Home

My son's latest CompuServe Mail message read, "Mom, I never thought I would see the day you put down COMPUTER under the 'Areas of Expertise' section on your resume. My little technophobic meets the nineties head on and lives to tell about it...."

Only parents in similar circumstances can relate to having their only child living in Eastern Europe. And to top it off, my son is a foreign correspondent and travels constantly. Not only is it difficult to find him by telephone, but it is also very expensive.

After extolling the virtues

of CompuServe for some time, my son ordered it for me and walked my secretary through the installation. When my company failed and the computer ended up in my home, we literally started all over again. Behold! I have become literate not only in the use of CompuServe but also in general computer use.

The ability to stay in touch, no matter where he is, has been wonderful. When my mother was hospitalized with a stroke and later passed away, my son was in touch with the family on medical updates, and was able to pass along his own special memo-

ries of "Grams" for the memorial services.

What ever did we do without CompuServe?

Jacqueline White
Salt Lake City, Utah

CompuServe Magazine invites CompuServe members to compete for 10 hours of free connect time by writing a 200-word essay describing original uses for the Information Service.

Send essays to User ID 76004,3302. Please include your full name, address and User ID number. Watch for winning essays in Monitor.

Issues include stories ranging from general interest items on the safety of big rig trucks to the discussion of a joint venture for hauling non-hazardous waste. The newsletter also covers legislation and court actions affecting the industry.

SPNEWS is printed each Wednesday and uploaded later in the week by Gary McClain, supervisor of the Southern Pacific engine simulator and online representative of the SP Historical and Technical Society. "As a company, we're committed to a policy of open communication. TrainNet is an ideal extension of this as it appeals both to the hobbyist and to the professional," says McClain.

Look for the latest issues of SPNEWS in Library 2, "New Uploads." Back issues are stored in Library 15, "Railfans."

I've Been Readin' 'bout the Railroad

Railroad fans and those with an interest in tracking developments in the transportation industry will want to read SPNEWS, a Southern Pacific employee newsletter published weekly and uploaded to the TrainNet Forum (GO TRAINNET).

Monitor

Edited by Gayle Brown
Contributors: Kristin Connolly, Mike Pietruk, Randy Rendfeld, David Skibbins, Lindsay Van Gelder

Running Low on Hardware? No Problem!

There's always a short-term need for computers and peripherals," claims George Reitsma, president of PCR Personal Computer Rentals. Businesses often rent computer equipment to replace items that are being repaired, or for use in seminars or trade shows, which is why Reitsma now heads what he says is the only national franchisor of computer rentals. The six-year-old company has 54 franchise locations.

PCR rents a variety of computers and laptops manufactured by IBM, Apple, Compaq,

Epson and Hewlett-Packard, as well as various types of printers, monitors, CAD/CAM systems and projectors that can be attached to a computer screen. The company will deliver, install, maintain and retrieve computer equipment from any location in the United States.

For more information, write or call PCR Personal Computer Rentals, 2557 Route 130, Cranbury, NJ 08512; 609/395-6828.

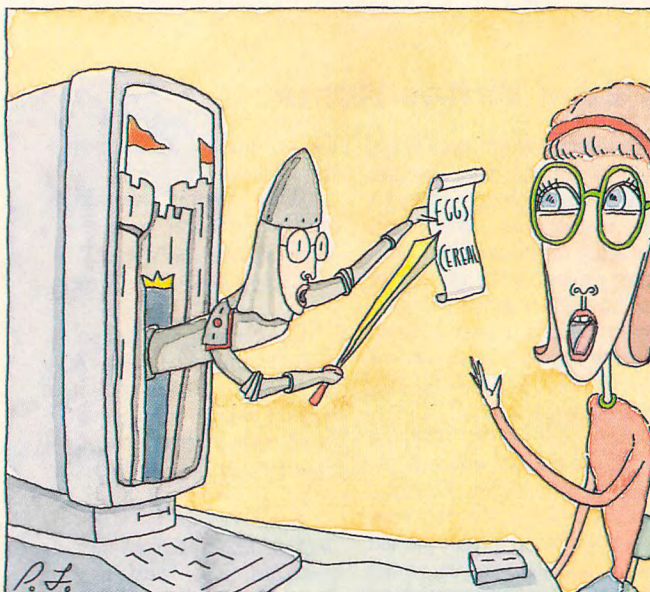


S/Wonderful What a Software Forum Can Do

S/Wizardry recently released version 1.1 of SCED, a screen capture editor for Lotus Manuscript, after implementing suggestions for improvement obtained from members of the World of Lotus, LCD Words and Pixels Forum on the CompuServe Information Service (GO LOTUSB).

"CompuServe is an important tool for us," says Christopher Nelson, S/Wizardry's president and CEO. "Most of the user input for release 1.1 came via the 'Manuscript' message topic in the LCD Words and Pixels Forum, and all of the distribution and feedback collected during beta-testing was done via CompuServe Mail."

SCED is intended to help people who are documenting computer applications by providing instant copies of any screen display and either printing or archiving the copies in full color or monochrome formats. SCED sells for \$45. For more information, contact S/Wizardry Ltd., Division II, 329 North State St., Orem, UT 84057; 518/273-5025.



So Much for That Fantasy

Knowing the game-playing passions of my teenage daughter can come in very handy in emergencies," says CompuServe member David Skibbins. After a busy afternoon at work, he realized he needed daughter Heather to run a small errand. He tried calling her at home repeatedly, but met with a busy signal each time.

Knowing that Heather often spent considerable time playing British Legends (GO LEGENDS), he logged on to CompuServe from the personal computer at his desk, and headed for the Games section of the Information Service.

"Sure enough, there she was, in character as a burly, swarthy adventurer by the name of Coyote, deep in the mines on an expedition to rob the dwarven king of his treasure," says Skibbins. He decided to beat her at her own game. Assuming the identity of a character to blend in with the medieval surroundings, he sent his online voice booming across the enchanted land of British Legends: "Heather, this is your Father! Go shopping for eggs and cereal for tomorrow's breakfast!"

"I could only hope she wouldn't just pick up a clutch of golden eggs from the Druid Island," says Skibbins.

Presenting: Lap Rap

You've heard of all those blow-off college courses, such as "Physics for Poets"? Well, the Muse recently struck the Zenith Forum (GO ZENITH) in the form of a limerick contest on the theme of the forum, its members, and their computers—what you might call "Lyrics for Laptops." Some of our favorites:

*While searching for software utilities,
Ol' Sam showed considerable abilities
But SIG Zenith he found,
Where downloads abound
That improved his computer's virilities.*

*The salesman, he showed me a clone
That he swore I should have as my own:
"It's as good as the best,
but costs thousands less,
And there's a tech support number in Nome!"*

*I won't read the manuals, drat them.
Besides, I don't know the where at them.
Now this program looks nice ...
Let's roll the dice ...
Okay: My hard disks I guess I'll FORMAT them.*



KAREN STOLPER

"How can I get the most from the money I spend on CompuServe?"



Just watch.

To squeeze all you can out of every dollar you spend online, learn about the new Information Manager with "Quick Results on CompuServe." You'll see areas on CompuServe you may not know about. And learn to more effectively manage the ones you do.

This video shows you the most efficient ways to download software, chart stock trends, send a fax from your computer, join conferences and even book travel tickets. It's set up in "chapters" so you can go straight to the information you're looking for.

Rather than a programmed tutorial, this video is a familiarization tape designed to make you comfortable with CompuServe ... and our recent improvements.

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Here's your chance—without paying connect fees—to see Information Manager at work. Get familiar with the new interface offline before you actually put it to use online.

Hosted by Steward Cheifet of the acclaimed PBS series *The Computer Chronicles*, this tape demonstrates the power of CompuServe in an enjoyable, modular format. It's only \$29.95, and

comes with a \$10 usage credit. For less than \$20, you'll learn how to save much more.

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QUICK RESULTS

GO OLI for more information.

Current Hits

by David Peyton

The libraries in CompuServe's forums are filled with thousands of files. The following are a few of the files uploaded in recent months. For a more up-to-date list, check the weekly "Uploads" columns in *Online Today* (GO OLT-3700). To locate a file that has been moved to another library, use the BROWSE command and a wildcard. For example, type BRO *.ARC at any forum prompt.

AAMSI MEDICAL FORUM

(GO MEDSIG)

HyperCard Patient Database—Patient database for the Mac uses HyperCard files to keep track of outpatients. It tracks diagnosis, medicines, social data, hospitalizations, surgeries and various health-care maintenance items that are automatically checked for completeness according to ACS guidelines. Integrated with a phone dialer to call patients and log long-distance calls for accounting purposes, an appointment book and more. File PATDAT.SIT (125,568 bytes) in Library 14 (Apple/Mac Software).

ADOBE FORUM

(GO ADOBE)

Macintosh Typefaces—Macintosh version of Minion, an original from the Adobe Typeface Library. It includes 10-, 12-, 14-, 18- and 24-point sizes. Requires Apple system software 6.0.2 or later and Font/DA Mover version 3.8 or later to install. Files N-143.SIT (216,832 bytes) and N-144.SIT (137,728 bytes, the Macintosh version of Minion Expert) in Library 10 (MAC Typeface/New).

AMIGA ARTS FORUM

(GO AMIGAARTS)

Amiga Pipeline—Pipeline, an arcade game for the Amiga in which you try to connect pieces of pipe on a game grid. You must connect enough of the pipe to keep any of the liquid from spilling. Assembly source included with this archive. File PIPELN.LZH (157,250 bytes) in Library 4 (Games).

AMIGATECH FORUM

(GO AMIGATECH)

WHAP! Update—Version 1.9B of WHAP!, a fully automated navigation and data retrieval system designed for the Amiga computer and CompuServe. This update version compensates for recent changes in CompuServe Mail (EasyPlex) and forum libraries. This is a fully functional demo of WHAP! and requires 1MB. You'll find it in the file WHP19B.LZH (187,215 bytes) in Library 16 (WHAP!).

APPLE PRODUCTIVITY FORUM

(GO APPRODUCT)

Transfer Utility—A2FX, a utility that transfers MAC HSF files directly to ProDOS disks. Just insert a MAC disk and A2FX will read the disk and transfer files on demand to a ProDOS formatted disk. File A2FX.BXY (18,432 bytes) in Library 7 (Utilities).

ASTRONOMY FORUM

(GO ASTROFORUM)

Celestial Navigation—Astroclock, by David H. Ransom Jr., is an astronomical clock and tracking program with celestial navigation



for IBM-compatible computers. Given your geographic coordinates, Astroclock displays the following in real time: local, UTC, sidereal and solar times; precision times; solar coordinates. It also locates and tracks stars and major and minor planets. Files AC-1.ARC (286,336 bytes), AC-2.ARC (204,032 bytes) and AC-3.ARC (149,120 bytes), all in Library 7 (Astrocomputing).

ATARI PRODUCTIVITY FORUM

(GO ATARIPRO)

Home Accounting Aid—The Paperless Accountant. Manage checking, savings and credit card accounts. Produces cash-flow and expense category graphs. All graphs and reports are viewable from the screen. File PAPACN.ARC (52,681 bytes) in Library 5 (Applications).

DESKTOP PUBLISHING FORUM

(GO DTPFORUM)

Font Management—Version 2 of the FONDLer, a Macintosh font management utility that allows users of "harmonized" font systems to copy/move fonts between font files without disrupting any resource IDs. Quickly breaks down large library suitcase files into individual family files. Catalogs font data including Postscript and printer file names to disk or printer. Supports desk accessories. FOND-search, conflict reports. This version adds size-strip, printer-file check and verify all. Revised documentation. File FNDLR5.SIT (63,616 bytes) in Library 5 (Mac DTP Utilities).

IBM APPLICATIONS FORUM

(GO IBMAPP)

Accounting Program—GIST, an income and customer billing program for a small business. It provides all of the income information required by most accountants, but without computer operators who know bookkeeping. It prints out a variety of invoices, statements, directories and labels and does Acc/Rec (with mailing labels) at the touch of a button. Holds up to 725,000 customers and 725,000 invoices. Shareware from TypeRight Corp. File GIST24.ZIP (164,066 bytes) in Library 6 (Business Apps [A]).

IBM NEW USERS FORUM

(GO IBMNEW)

Fractal Special—A file that contains Fractal Weave program (WEAVE.EXE) and several demo image generation files. Fractal Weave tiles the screen with a deformed Sierpinski gasket (a type of fractal), generating an almost infinite variety of colorful, intricate, animated graphic displays. Tiling pattern and color palette are under runtime user control. Shareware. Requires EGA or VGA. File FRACWV.ZIP (67,030 bytes) in Library 5 (Fun Graphics [N]).

IBM PROGRAMMING FORUM

(GO IBMPRO)

Network Logger—WOGIN, a multiserver log-in/log-out utility for MS-WINDOWS versions 2.x/3.x. WOGIN sup-

ports Novell NetWare versions 2.x/3.x. It can log a user in and out of multiple servers simultaneously while creating drive mappings on a per-server basis. Variable substitution for drive path specifications, logo display and support of all the different modes of MS-WINDOWS 3.0 are included. This version is limited to a guest server and serves as a demo of tools available. File WOGIN.EXE (43,667 bytes) in Library 6 (Debugging/Tools [P]).

INVESTORS' FORUM

(GO INVFORUM)

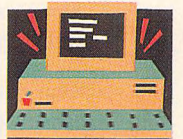
Stock Chart Program Demo—A self-extracting demo of version 4.0 of SPLOT! stock and portfolio charting program for IBM-compatibles with EGA or VGA. Demo shows all SPLOT! charting capabilities. Data import/editing and creating portfolios requires full program. SPLOT! imports data from CompuServe PRICES, CPRICE, QSHEET and CompuServe Information Manager QUOTES plus other sources. Handles 12 years of market data in daily and weekly plots. Tracks up to 200 individual issues and 100 portfolios. File SPLOT.DEXE (224,115 bytes) in Library 9 (Computer Corner).

MACINTOSH ENTERTAINMENT FORUM

(GO MACFUN)

Sound with Graphics—Version

1.2 of a program that allows a computer to play a sound file while displaying a graphics file. Useful for creating digitized voice mail with a picture. Also useful for business presentations. Create scenes from home video recordings. Launch multiple shows from Finder, even on startup. Provides a background screen in MultiFinder. Reads standard sound (to 22 KHz) and paint files. Tested on Mac Plus, SE and Mac II's. System 6.0 or later. File TV1.SIT (19,584 bytes) in Library 6 (Sound Utilities).



WORDPERFECT A FORUM

(GO WPSGA)

Expense Tracker—A travel expense report using WordPerfect 5.1 table features. Headings can be filled out by using as a merge file or by inserting manually. File WP51EX.ZIP (10,017 bytes) in Library 1 (WordPerfect 5.1).

WORK FROM HOME FORUM

(GO WORK)

Things to Do—Version 3.98 of TODO.EXE by Art Hill, a fast, popular "to do" list manager, tickler file and "come up" list. Features aging, due dates, priorities, note space, pop-up calendar. Shareware. File TOD398.EXE (50,334 bytes) in Library 14 (Office Hardware & Software).

David Peyton co-authored How to Get the Most Out of CompuServe, now in its fourth edition. His CompuServe User ID number is 76703,244.

Oldies but Goodies

by David Peyton

Following is a list of files uploaded to CompuServe forums more than a year ago that have won the right to be called "oldies but goodies," either by the recommendation of forum managers or by the number of downloads each file has received.

AAMSI MEDICAL FORUM

(GO MEDSIG)

Life Estimator—*The Game of Your Life* for MS-DOS systems. A health game that assesses weight, estimates life span based on lifestyle, and gives some healthful suggestions and medical quotations. Includes sound effects and graphics. File LIFEQA.ARC (69,376 bytes) in Library 12 (Medical Software).

ADOBE FORUM

(GO ADOBE)

PostScript Utility—POST utility for MS-DOS computers. Allows direct printing to PostScript printers from the DOS prompt. Support for font selection, margin settings, scaling, rotation, translation and other functions. Also allows inclusion of embedded PostScript commands. Manual and example batch files included. File POST21.ARC (33,489 bytes) in Library 3 (Utilities).

ALDUS FORUM

(GO ALDUS)

PageMaker Import Filter—A smart ASCII import filter for PC PageMaker 3.0. Designed for use when importing text files. Some of the filter's features include options for removing extra carriage returns and converting multiple spaces to tabs. Documentation included. File ASCFLT.ARC (36,155 bytes) in Library 11 (PC Utils/DRVs/FLTs).

AMIGA ARTS FORUM

(GO AMIGAARTS)

Shareware Text Editor—TEXTED, a one-time commercial text editor released to shareware by author Michael Sinz. Includes pull-down menus, but also offers keyboard support for almost every feature. File contains both editor and manual. File TEXTED.ARC (48,128 bytes) in Library 10 (Applications).

ASTRONOMY FORUM

(GO ASTROFORUM)

Polar Axis Finder—A program that will display an on-screen reticle like the illuminated reticle in Celestron's 8-by-50 Polar Alignment Finder scope. Runs on CGA, EGA and VGA. Will show the correct relative position of Polaris in the reticle based on the time and date of your system clock. File POLARA.ARC (13,292 bytes) in Library 7 (Astrocomputing).



ATARI STARTS FORUM

(GO ATARIARTS)

Arcade Game—*Hackman*, an arcade game similar to *Pac-Man*. Animation, color, joystick implementation and increasing difficulty as the game progresses. For the Atari ST. File HACKMA.ARC (44,290 bytes) in Library 2 (Games).

AUTODESK FORUM

(GO AUTODESK)

Shuttle Drawing—SHUTTLE.DWG, a drawing of the shuttle that includes the launch vehicle and tower. Created by Robert Koller and Brian Leung while working for Caribou College on a Challenge 88 work-study program. File SHUTL.COM (17,155 bytes) in Library 1 (AutoCAD).

AVIATION FORUM

(GO AVSIG)

Flight Planner—AVPLAN30, a full-featured flight planning program for MS-DOS systems. More than 1,200 airports and more than 1,000 VORs and AVPLAN databases. The user can enter more. This program generates flight logs, flight plans and cost analyses. Menu-driven and online help screens as well as complete documentation. File AVPLAN.ZIP (228,431 bytes) in Library 13 (Av Computer Programs).

CBM COMMUNICATIONS FORUM

(GO CBMCOM)

Commodore Math Tutor—A math tutor for the Commodore 64. From the menu, you choose addition, subtraction, multiplication or division. Then pick either times tables or problems. TABLES puts chosen table (your input) on screen to study. PROBLEMS asks for the largest numbers to use. After five wrong answers, it prints the correct answer and the pupil must answer the same question again for re-enforcement. Keeps track of number of right and wrong answers credits in REMs. File MATH64.IMG (6,332 bytes) in Library 5 (Science & Education).

DATASTORM FORUM

(GO DATASTORM)

Automated Downloads—Automate your CompuServe forum library downloads with this set of ASPECT files for ProComm Plus. The more files per forum library you need to download, the more useful this becomes. File CISDLD.ARC (7,937 bytes) in Library 7 (ASPECT SCRIPTS).

DESKTOP PUBLISHING FORUM

(GO DTPFORUM)

Font Display—Click and hold in the upper-left corner of your Mac's screen and a pop-up palette appears, showing every character in the current font. Select any character and it's automatically pasted into the current document. File POPCHA.SIT (9,216 bytes) in Library 5 (Mac DTP Utilities).

HYPERTEXT FORUM

(GO MACHYPER)

Debug HyperCard Scripts—A HyperCard object debugger that traces through scripts line by line while updating any variables, functions, constants and chunk expressions. File HYPERB.SIT (30,336 bytes) in Library 7 ("Home" Utilities).

IBM APPLICATIONS FORUM

(GO IBMAPP)

Mortgage Estimator—A Lotus 1-2-3 template used to determine the maximum cost and mortgage that your income will support. File MAXMOR.EXE (8,998 bytes) in Library 4 (Personal Acct [A]).

IBM COMMUNICATIONS FORUM

(GO IBMCOM)

Graphics File Aid—OZRLE, an external module for CompuServe graphics (RLE and GIF), including B+ protocol for binary file transfers. Can be used with most communications programs that allow a shell to DOS. Used to view RLE and GIF graphics either online or offline. File OZRLE.ARC (118,220 bytes) in Library 2 (Comm Utilities [C]).



IBM NEW USERS FORUM

(GO IBMNEW)

Defender for MS-DOS—An implementation of the arcade game *Defender*. A PC-AT class machine (80286 cpu) and EGA or better required. Instructions in program. File PCFEND.EXE (40,422 bytes) in Library 6 (Gen Fun & Games [N]).

IBM SYSTEM/UTILITIES FORUM

(GO IBMSYS)

Configuration Checker—A program to display special facts about the current configurations of PC-AT and PS/2 computers only. Requires a minimum of DOS 3.xx and at least an 80826 cpu). Also displays the current expanded (LIM, EMS), configuration and current conventional extended memory, and also extended and High Memory (HMA), controlled by the new XMM manager. For example, Microsoft's HIMEM.SYS/Turbo Pascal Source included. File ATCFG.ARC (16,843 bytes) in Library 3 (General Utils [S]).

MACINTOSH COMMUNICATIONS FORUM

(GO MACCOM)

Communication Program—ZTerm, a shareware communication program with X/YZMODEM and Quick-B file transfers, VT100 and PC ANSI-BBS emulation (including color) and auto and queue dialing. Buffered keyboard, print selection, auto detection of certain binary file types (such as GIF). Requires 512K, 128K ROM and System 4.1 or later. File ZTRM85.SIT (148,992 bytes) in Library 4 (Comm Progs/Utils).

MACINTOSH ENTERTAINMENT FORUM

(GO MACFUN)

War Games—*Cannon Fodder*, a shareware simulation of a cannon duel, a strategy shoot-'em-up. Create your own battlefields, complete with trees, cannon, hospitals and command posts. File CANNON.MAN (20,608 bytes) in Library 3 (Adventure Games).

So You Want to Work From Home...

► **Tired, chagrined or missing their families, legions of workers have gone solo in small businesses.**

There is a new breed of entrepreneur on the horizon. Weary of harried commutes, frustrated by shrinking time with the family and yearning for more personal control, many one-time climbers of the corporate ladder are demanding a radical shift in lifestyle and workstyle. Enter the *propreneur*.

While entrepreneurs are known for their love of business—the enterprise and the big risks associated with starting a new company—propreneurs usually begin on a smaller scale. They start working from home, not for the thrill of being in business, but rather to regain control of their lives and their time from the corporate world.

Sarah Edwards, with her husband, Paul, is a co-manager of the Working From Home Forum (GO WORK) and co-author of *Working From Home: Everything You Need to Know About Living and Working Under the Same Roof*. The Edwardses coined the term “propreneur” to reflect the growing trend to have it all: an active, meaningful career as well as fulfillment in other aspects of life.

“Propreneurs are seeking something more than work,” says Sarah. This might include the pursuit of creative endeavors or just having time to be home with the children. “Propreneurs want to do more, be more and have a different lifestyle.”

So how do you become a propreneur? Motivation, a solid business idea and lots of information will get you started.

Redefining Job Security

Many propreneurs begin their own businesses to gain greater security than they can find in the corporate world. Gone are the days when a job with a regular paycheck was something you could count on forever. As IBM Corp., Digital Equipment Corp. and hundreds of other major companies world-

wide tighten their corporate belts, they are reducing staff. Even the US military doesn't offer the long-term job security it once did; the Department of Defense recently announced plans to reduce the nation's troop strength by one-half during the next 10 years, forcing out more than 1 million service men and women.

“Job security is being redefined,” says Paul Edwards. “It used to mean working for the government, a utility or a major corporation. Now people are coming to the conclusion that the greatest security they can have is to be their own bosses and have their own clients.”

In a recent survey of 1,344 corporate executives conducted by Priority Management Systems and published in the July 1990 issue of *Business Month*, those managers who worked more than 51 hours a week reported being unhappy. Those who worked less than 51 hours each week were content

FEATURE

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Job Security

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The Right Stuff Quiz

Are you ready to be a propreneur? Before you hang out your shingle for your own business, try to honestly answer these four questions devised by Sarah Edwards. Your responses will tell you a lot about your readiness to become a propreneur. Positive answers will mean less time spent on the start-up curve and a quicker route to profitability.

1. Do you have an established reputation in your field of business? If the answer is yes, it can help you secure those first,

with their lives. "Add in the significant commuting time many people must endure daily, and you'll find many who are downright dissatisfied. This causes them to seek other options," explains Paul.

And now is a great time to start a business. "Today, anyone who wants to can do it," says Sarah. "You must be willing to master some basic skills, but there is plenty of information on what to do and how to do it. The door is truly open. It's just a matter of whether you want to walk through it."

The Propreneurial Personality

Although having the desire to strike out on your own is a prerequisite to becoming a propreneur, that alone does not mean you are cut out for the lifestyle. Those who control the time they work have to be motivated and disciplined—and they have to do it themselves, without a boss watching. They have to

work regular hours and resist temptations that might lure them away from their desks.

Jim Litzinger, forum manager of the International Entrepreneurs' Network Forum (GO USEN) and vice president of The Entrepreneurship Institute, says those who start their own business must have drive, energy, self-confidence, self-motivation, self-reliance and a long-term commitment. He says money should not be viewed as a measure of success, and it should not be the primary reason for starting the business. Other traits of the successful propreneur include solving problems, being goal or achievement oriented, taking moderate risks but not big gambles, knowing how to seek out and use feedback from others, and understanding that a profit is needed for long-term success.

"It's an issue of how much you want; essentially an issue of will," explains Sarah. "Persistence can make the difference."

Persistent or not, she says those who are successful have learned to exercise the "self-management muscle," which is located somewhere between the brain and the buttocks. "We are not taught to be good self-starters. Rather, we are taught to follow the rules. This works for an industrial economy, but a self-starter creates his or her own rules. This is what working from home is all about. When do you start working? When do you stop? Do you take breaks? This is all up to you."

Just as you need to create rules that will encourage you to work, you also need to be aware that many propreneurs find they have difficulty stopping work. Those who are self-disciplined and motivated enough to begin their own business tend to work longer hours than their corporate counterparts.

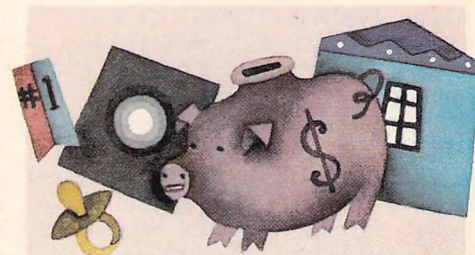
The Edwardses estimate that the average home-business owner works 61 hours a week. Add to that the difficulty many propreneurs have separating home from work when both occur under the same roof, and you have the potential for family conflict. Recognizing the problem is the first step in solving it, however, and may take patience and a bit of ingenuity. For instance, learn to keep regular hours—most days. Shut your office door when you are through, and don't open it again until the next day.

As a new propreneur, you'll most likely go through periods of overwork and underwork, but you'll eventually find the right balance.

Selecting a Business

The selection of the type of work is the first task of a prospective propreneur. As the Edwardses point out in *How to Use a Computer in Your Home Office*, which they co-authored with Hal Schuster, you can select a business that has proven demand or something new and different.

"Finding a business that is right for you,



Home Biz Hit Parade

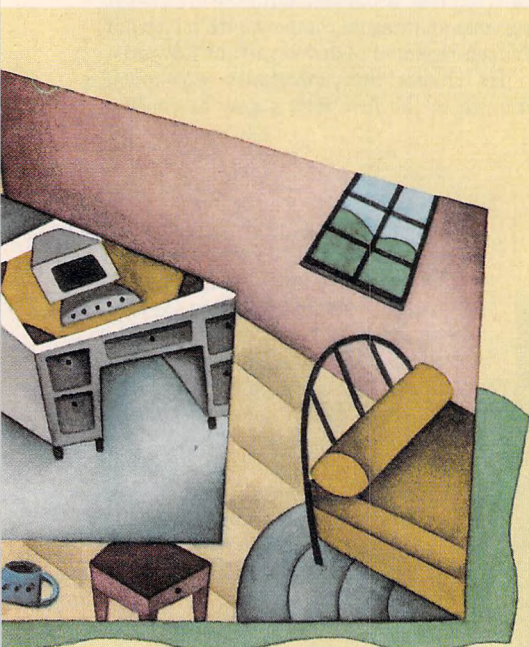
Wondering what kind of job you could do from home? Paul and Sarah Edwards have lots of ideas for you—101 to be exact. You can check out the entire list in IDEAS.BIZ in the Working From Home Forum's Library 2, "Business Info." In the meantime, here's a small sampling:

- Analyze research data, polls and surveys
- Babysitting referral service
- Beta-test software
- Publish catalogs
- Organize contests
- Debug software
- Financial planning
- Genealogy service
- Letter writing service
- Publish newsletters
- Payroll preparation
- Roommate matching service

your particular niche, is more than knowing what can be done or what others are doing," say the Edwardses. "It's using your imagination to combine the capabilities of a computer with your unique interests and skills to provide what people are willing to pay for."

More than any other aspect of the work-from-home trend, computers are the leading reason the concept is so popular. A computer is the tool that allows you to be efficient and connect electronically with the rest of the world. Even if you don't select a computer-related business, chances are the computer still will be an indispensable part of the business. Such "low-tech" jobs as teaching piano lessons or giving party consultations also can benefit from computerized account books and calendars.

The Edwardses encourage prospective propreneurs to find their niches by identifying the type of job they are best suited to as well as most interested in doing. Consider not only your current type of corporate work but also your hobbies and interests. Be sure to consider your "hidden" talents—those things that perhaps you don't notice about yourself but others can tell you. No matter which line of work you select, make sure it is



critical clients a lot faster than if you are an unknown.

2. Are you extremely good at what you do? If so, your first clients can help your business grow through word-of-mouth referrals.

3. Do you have key contacts or know people who can send you business? This is an excellent way to get started.

4. What kind of cash reserves do you have going into this new venture? Experts advise you to have saved at least six to 12 months salary before you start out on your own.

something you enjoy. That way, it will seem a lot less like work and a lot more like play.

Prepare First, Succeed Later

Those propreneurs who take the time to research their businesses, spending as much as six to 10 months in preparation before actually setting up shop, are most likely to succeed, say the Edwardses. They recommend using professional consultants to help you set up the business and taking formal business-related courses.

"To succeed in business, it's what you know that counts," they say. "You'll need to know your stuff. Be on top of the market, manage your money effectively, know your own strengths and weaknesses, master your computer and learn where to get the help you need."

One way to help you organize your thoughts, goals and visions is to write a business plan. Although you definitely will need a formal business plan if you seek financing, even those who won't be taking out loans should write such a plan. The simple act of putting words on paper (or disk)

can help clarify complex issues and answer tough questions.

Formidable as it sounds, a business plan is nothing more than a written description of the business. Litzinger says a business plan's purpose is to answer:

- ▶ How—management and organization.
- ▶ What—product or service.
- ▶ Why—marketing.
- ▶ When—financial information.

"It is incredibly useful as a management tool," he says. "A business plan helps top management think through the details of organizing and running a business. For new start-ups it provides a 'reality check' before the house and kids are put up for collateral!"

Litzinger warns, "As corny as it sounds, remember: If you don't know where you are going, any road will take you there. Many of those roads lead to failure and only a few to success."

After years of advising budding propreneurs to write business plans, the Edwardses have found that most never do it. Although only a fool would walk out of a corporate job with no idea of what type of business to

Putting It on Paper

Looking for more information on how to write a business plan? Check out these forum library files:

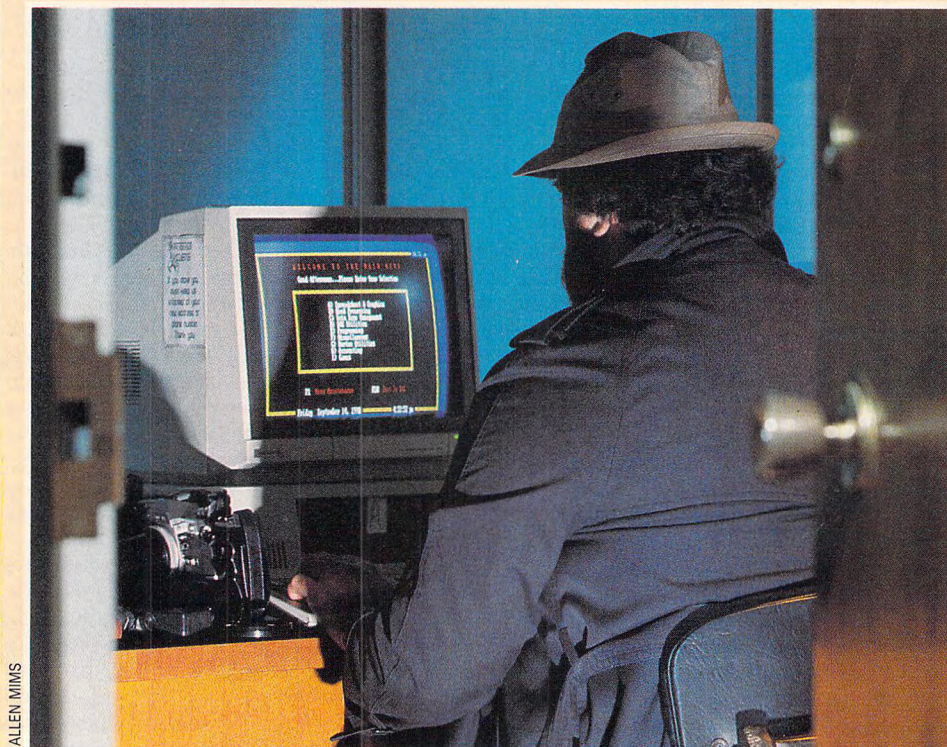
- ▶ A sample business plan and a guide on how to write one. File BUSPLA.ZIP/BINARY, Library 2, "Business Info," Working From Home Forum (GO WORK).
- ▶ A business plan for a new restaurant company that includes all the ingredients of a prospectus to sell stock for financing. File YELPRO.TXT, Library 8, "Business Plan," International Entrepreneurs' Network Forum (GO USEN).

begin, many have the operating premise or plan only in their heads and not on paper.

"They know what they are intending to create; it is clear in their minds. They also have some idea of how they will move forward to make it happen, but they are operating from an internal compass with no formal, written business plan," says Paul Edwardes.

He credits this apparently widespread practice to the fact that a new business is

A P.I. on the Cutting Edge



ALLEN MIMS

Going online instead of undercover, he does much of his sleuthing in databases: Lenow

Although Nate Lenow Jr., private investigator, does own a gun and a trenchcoat, it is only on a rare occasion that he actually uses them. Instead, the gun gathers dust in a desk drawer, and the trenchcoat is reserved for rainy days. But what he does rely on for nearly every case he solves is research—both in libraries and online databases.

P.I. Lenow, like many others in his profession, has learned that real power isn't in firearms but rather in information. "Private investigators are opening the frontiers of online communication within the private security industry. We are so far ahead of our colleagues that we actually have a communication problem on the subject," he says.

Lenow opened his own company, Investigative Services for Attorneys, in 1977. With a college degree in social work, he previously worked for the Tennessee state government. When he uncovered a massive food stamp fraud and blew the whistle on some corruption, Lenow was forced to resign. But the whole incident piqued his interest in private investigation. After a brief stint working for another P.I., he decided to strike out on his own.

Pawning his stereo system to begin his fledgling home-based business, he slowly started building a clientele of attorneys, helping them research cases prior to trial, conducting surveillance, locating assets and

often viewed more as an experiment than as a process. "It's not a question of following the rules to get the business to work. You experiment until you find something that works," he says, noting that many propreneurs are surviving and even thriving without business plans.

Another possible reason for the lack of a formal business plan is that many propreneurs—unlike the classic entrepreneur—do not think of themselves as being "in business." Frequently, propreneurs think of themselves as being self-employed, and only when pressed to come up with a description will they offer such titles as "freelancer," "consultant" or "independent contractor." Rarely, if ever, will they say "entrepreneur."

However, those who do take the time and make the effort to write a business plan say it is one reason they are successful. "Writing down plans and ideas is more apt to help you become successful than just having them in your head. Although a propreneur will probably not do it, it is still good medicine," says Paul.

witnesses, investigating criminals and more. Over the years, his business has expanded to include work for companies and private individuals.

Lenow credits his social work background, which is rather unusual for a P.I., to his ability to do the job well. He has learned how to approach people in a sensitive manner that bodes well for getting information and cooperation. "Just like social work, this job requires that I work with people who have problems, and I'm expected to help solve them. Coming up with solutions is what I like best about this job."

Although the business is still based from his Memphis home, Lenow travels around the world. But no matter where he is in the world, his first stop is the library—public, university or law. So much for dark alleys and high-speed chases.

Lenow is also on the cutting edge of P.I. research with his extensive use of online databases, which is especially valuable for corporate product liability cases. He has become a whiz at manipulating IQuest, the Executive News Service and more. Lenow is also the section leader for the Working From Home Forum's Private Investigators Section. Just three years ago when he started using online resources, he had no category for recording it in his accounting ledger. Now, it is his largest expense.

Despite his experience, he says, "Online

research and all you can do with it still amazes me. Private investigators are merging their professions with information brokers." While private investigators come from the streets, information brokers come from the libraries. "But blending both types of research skills is the key to a truly effective person."

► Words of Wisdom:
Don't compromise your integrity just to survive in business. When you start out, it is tough. Not making compromises in the beginning will pay dividends in the end."

—CC



'Propreneurs want to do more, be more, and have a different lifestyle': The Edwardses

Getting Financing

If you're thinking about money—where you will get financing and how much your

business will make—you're becoming a serious propreneur. Although at first glance you may think financing will be a major hurdle, think again. *Entrepreneur Magazine* reports that 47 percent of all businesses start with less than a \$20,000 investment, while 17 percent start with less than \$5,000. Although this is a significant amount of money, it is not out of reach; in fact, you may not even need a loan to get your company going.

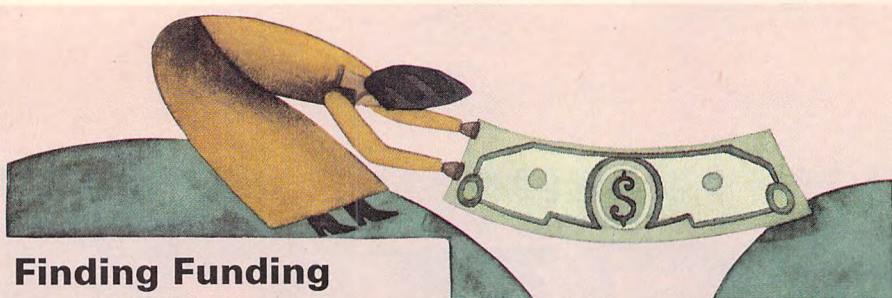
The Edwardses warn budding propreneurs that most banks will not make business loans to home-based businesses, particularly service businesses that by their nature have no collateral for securing the loan. They advise you to finance the new business with your savings and credit cards. "If you do use your credit cards for this, you'd better have a business plan in your mind and on paper," says Paul. "You will have to pay that loan off, and the interest rates tend to be high. Shop carefully, though, for a credit card with the lowest interest rate you can find."

Other ways to finance the business yourself include taking out a second mortgage or selling other collateral you may have, such as real estate or stocks and bonds.

If you can't swing it yourself, be creative. For instance, is there anyone who might benefit from your success? A newsletter publisher will need a printer; it might be possible to work out a partnership with a printing company. However, most prospective partners will want to see a proven track record.

Consider the possibility of continuing your full-time corporate job while pursuing the new business in your spare time. Or, devote most of your time to the new business and moonlight on the side to earn that extra, needed cash.

"Piggy-backing" on a spouse is another



Finding Funding

If you're looking to finance your business, there are tips from other propreneurs in these online library files:

A captured message thread on startup money, including what's needed and the pitfalls you might encounter. File START, Library 2, "Business Info," Working From Home Forum (GO WORK).

A captured message thread on what to do should you find yourself in a cash flow crunch. Such options as factoring and ad-

vance deposits are discussed. File START, Library 2, "Business Info," Working From Home Forum (GO WORK).

A primer on how to deal with banks, including information on what the bank looks for in a proposal and what it will expect from the business owner. File CASHFL.TXT, Library 5, "Finance," International Entrepreneurs' Network Forum (GO USEN).

way to get started. Although it might be an adjustment at first, let your spouse support the family while you concentrate on developing your business.

"Anyone will lend you money when you need it the least," quips

Litzinger, who says that most new businesses have to be financed entirely by the owner, close friends and family. When the business has proven to be successful, the Small Business Administration and banks will then loan funds.

FEATURE

Studies suggest that financing is the primary cause of business failure. If you do secure financing, beware of these pitfalls: insufficient capital at the start as well as later for growth and expansion, dependence on debt, inadequate financial planning and cash management, overlooking the risk-return tradeoff, taking too much money out of the business and an inadequate billing system.

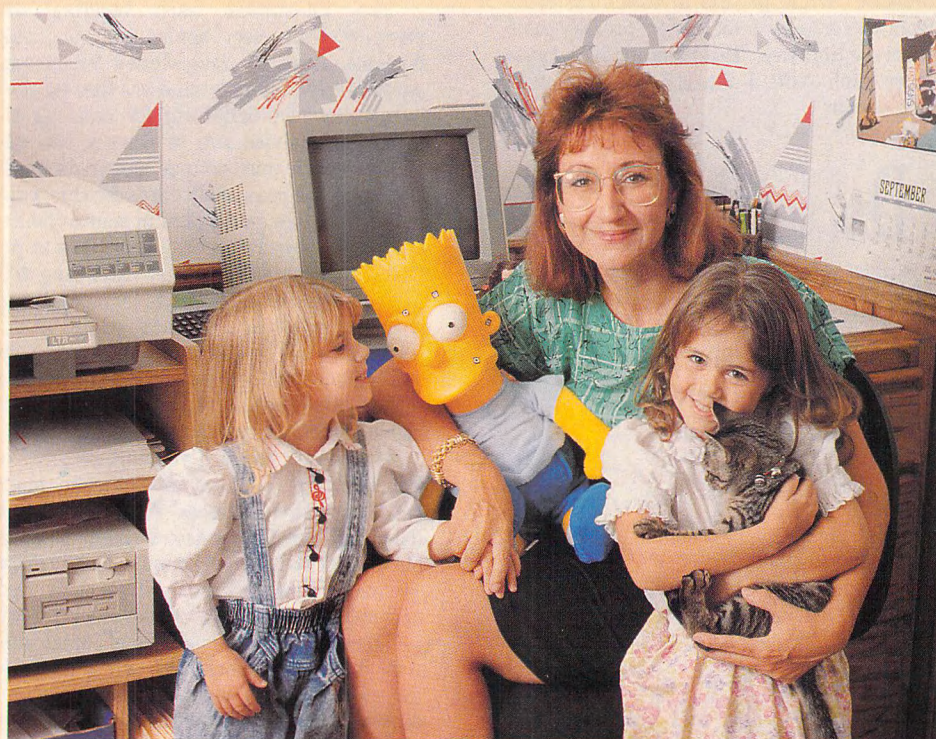
Marketing Strategies

Marketing is boring. At least that seems to be the opinion of many propreneurs who just want to be left alone to do the work they love. The only problem is that without marketing there is no work!

Even if you're not a marketing expert, you can get a jump-start with some creative thinking. If you are continuing in the same field as your corporate job, the first place to look for business is your former employer. The Edwardses say that 47 percent of propreneurs line up their former employers as their first customers.

One marketing strategy that works well is to show off what you can do by doing it. For

Her Business, Her Baby



Recent surveys show that women, specifically mothers who want to be home with their children *and* have a stimulating, challenging career, are leading the way in the establishment of new home businesses. One such propreneur is Judi Wunderlich.

A committed corporate ladder climber, Wunderlich was rapidly advancing in the graphic arts industry, boasting several promotions that doubled her salary in four years. Her career consumed her life, as she happily worked overtime most days.

Then Wunderlich turned 30, and, as the saying goes, she heard that biological clock ticking louder and louder. She planned to work through her pregnancy until the first labor pains, have the baby and return to work in six weeks. Nothing would change. Or so she thought.

Complications in her pregnancy forced Wunderlich to bed in the eighth month. And soon after daughter Natalie's birth in August 1985, she discovered that caring for an infant was more work than she had thought. Still, Wunderlich returned to work on schedule. The juggling act she had to perform daily—which began at 4:30 a.m. and didn't end until 9 p.m.—quickly took its toll.

"I had no life," she recalls, "and I never saw my baby awake. I started to resent the corporation and blamed it for all my woes. How dare it make all these demands on me? I knew I had to make a change."

Struggle to be Supermom begat a \$300,000-a-year graphics agency: Wunderlich

instance, Working From Home Forum member Ted Laux, a television repairman, worried about his future as business declined. One day his wife read a magazine advertisement about book indexing and realized that this was what her husband was doing with his extensive record collection.

To show his skills, Laux redid the indexes of several already published books and sent his work to the publishers. After a year and little response, he changed his tactics and created indexes for books that had none. Within six months, Laux had all the business he needed.

The moral of the story: Make your marketing something you enjoy doing, and it will work more effectively for you.

At some point, however, you will probably need a serious marketing plan. Litzinger advises beginning by clearly defining the benefits customers will obtain from your product or service. "Defining the benefits helps establish the competition—anyone else providing the same or similar benefit," he explains. "How your best competition markets is a great guide to how you should begin."

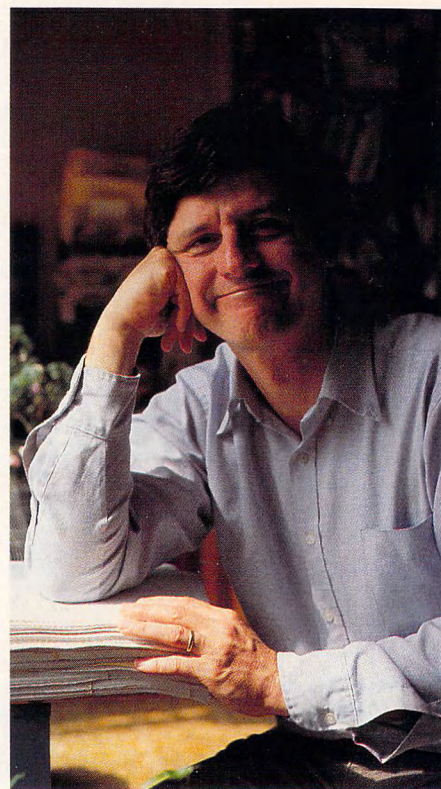
How to Peddle Your Wares

Online library files that will help you with your marketing plan include:

Tips on how to get new clients. File CLIENT.NEW, Library 7, "Getting Business," Working From Home Forum (GO WORK).

Ten keys to successful marketing. File 10KEYS.MAR, Library 7, "Getting Business," Working From Home Forum (GO WORK).

Fifteen ways to promote your business, including contests, newsletters, demonstrations, seminars, networking, parties, premiums, speeches, handbooks, articles and more. File PROMO2.TXT, Library 4, "Marketing and Sales," International Entrepreneurs' Network Forum (GO USEN).



JON REIS

Put album-sorting skills to use: Laux

So after five months, she quit her job. Although she did not know what she would do, Wunderlich was convinced that somehow, some way, she would begin her own business and succeed.

Tapping on her corporate experience, Wunderlich began a typesetting business. She bought a complete typesetting system from her former employer for only \$1,000. She quickly realized, however, that there were not enough hours in the day for all the typing jobs she quickly amassed. She still didn't have enough time to spend with Natalie—her whole point for working from home. Wunderlich went back to the drawing board and came up with a unique business idea: a graphic arts temporary employment agency. Wunderlich Graphics Agency was born.

Using her computer as a database, she locates and interviews graphics professionals looking for free-lance or temporary work. To date, she has more than 400 artists, writers, typesetters and desktop publishers registered, with about 50 actively working. Many are young mothers who are thrilled to be able to work part-time and make good money. About half are employees of Wunderlich Graphics, while the other half are independent contractors. She keeps track of the jobs they like to do, the distance they will travel and the minimum wage they will accept.

The second part of her database is filled with the names of some 3,000 corporations in the Chicago area that might need temporary graphic arts help. She reaches them through a direct-mail brochure sent first-class. No more than a handful are mailed each week to ensure that the business does not grow too quickly.

When Wunderlich receives a corporate call, she lets the computer play matchmaker. The response has been solid and strong. Chicago is one of the four largest cities in the graphic arts and printing industry, and Wunderlich Graphics Agency is unique, filling an important niche. Most of the companies have no idea her firm is home-based; the ones that have found out were surprised but not dissuaded from using it. She estimates she will gross \$300,000 this year for about 20 hours of work each week.

Working from home with the children (Natalie is now five and her sister, Amy, is three) has its advantages and disadvantages. "They might start fighting as soon as I get on the phone. I just say something like, 'Oh, excuse me, I have my kids with me today.' Of course, the person on the other end doesn't know it is this way every day!"

Still, the advantages are enormous, allowing her to be her daughters' primary caregiver. She can watch her children grow and can personally shape their futures in a

way she couldn't do if she were not home.

"I would not be in business for myself if I had not had children. Becoming a mother forced me to address my life and goals in a way that I would not have done otherwise."

She admits that it sometimes seems too good to be true. While she is at home playing with her daughters, Wunderlich's working temporaries are making money for her—something between \$5 and \$10 an hour.

In addition, she is giving lessons in life to her daughters. When they play house, Natalie and Amy feed bottles to their baby dolls with one hand and type on play typewriters with the other. Merging home and office will be second nature to this next generation.

► Words of Wisdom
Network! Do not isolate

yourself; it's not good for your business or for you. Maintain contacts through professional affiliations, clubs and CompuServe. Don't be shy. Learn to talk up your business and sell it yourself. Ask for help when you need it, and make your own good luck happen."

—CC

More Propreneurial Resources

Additional products and services for budding propreneurs are available on the CompuServe Information Service:

Iquest (GO IQUEST): Many of the more than 850 databases, such as PTS PROMT or Management Contents, index and abstract extensive literature covering all business topics. Others, such as Industry Data Sources, are good starting places to identify industry resources.

Business Dateline (GO BUSDAT) and Newspaper Library (GO NEWSLIB): These databases provide the full text of regional publications that contain information on local opportunities and conditions.

Executive News Service (GO ENS): Setting up personal clipping folders will

keep you up-to-date on international, national and regional news issues, and will provide you with an edge on your competition or even background information on a new client.

SUPERSITE (GO SUPERSITE): Select from a number of demographic and forecasting reports to satisfy your curiosity about the demographics of the market you are trying to reach. One of the advantages of SUPERSITE is its ability to customize reports by any type of geography. Neighborhood Civic, the Neighborhood Gift, or the Neighborhood Sports/Leisure reports (GO NEIGHBORHOOD) are good resources in determining local interests or tendencies.

tive market. Finally, test and fine-tune your plan before you implement it.

The Future for Propreneurs

"There is no question home-based businesses will continue to grow," says Paul Edwards. "The underlying fundamentals that have caused them to grow in the past decade are still there. In addition, the Baby Boomers are now in their 30s and 40s, a time that is ideal for starting a business."

Another trend that bodes well for propreneurs is the growing tendency of corporations to use the talents of independent contractors rather than hire new employees. For instance, Paul says US advertising agencies now average just one employee for every \$1 million of billing, compared with six to seven employees for the same billing amount 10 years ago. "The work is being outsourced more and more, and this benefits those in home-based businesses," he explains.

Federal and state governments also are

Next, determine who your customers will be so you can target your audience and focus your marketing and selling efforts. Hit the libraries—public, university and online—to learn everything you can about the

industry and market, including market needs; pricing strategy; timing promotion needs; the major reasons for buying, advertising and packaging; as well as your business' uniqueness in a competi-

FEATURE

The Bedroom Book Publishing Pioneer



HANK DE LESPINASSE

Works from a home where the coyotes roam, and the modem is busy all day: Schuster

Asked when he first became an entrepreneur, Hal Schuster likes to tell this story: Living in a poor Miami neighborhood as a boy, he learned to take advantage of Halloween. Donning a costume, he traveled to the hotels lining Miami Beach. Since the hotel guests had no candy, they gave him money. He would return home around 3 a.m. in a cab with several hundred dollars in his pocket and a steak dinner in his stomach.

Schuster has expanded his entrepreneurial goals since then to encompass more than

D Words of Wisdom:
o not become discouraged.

When you begin a business, it might not grow as quickly as you would like. Some projects will fail. But don't think you can't succeed. You can! Look at how many times Thomas Edison failed and Henry Ford went bankrupt. The trick is to keep plugging away."



Small ventures can profit: Litzinger

realizing the benefits of their staffs doing some or all of their work from home. Telecommuting is popular because it is cost-efficient and helps protect the environment.

The government as well as many companies in the private sector will soon realize that it will be financially imperative for them to decentralize the way the work is accomplished, according to Paul.

"Surveys show that somewhere between 40 percent and 60 percent of the population wants to be their own boss, compared with just 32 percent 10 years ago. This is a wonderful confluence of what people want and what will be demanded by the economy," he says.

For those looking for bank financing, Litzinger predicts that in the near term, most banks will be conservative in their small-business lending practices. However, he says, "This country was built into the greatest economic power in the world because of our entrepreneurial citizens. Even in hard times there are opportunities to profit by providing a valuable product or service." ◀

Cathryn Conroy is a contributing editor of CompuServe Magazine. Her CompuServe User ID number is 70007,417.

This Is Not a Fad

More than 26 million men and women—one-fourth of the labor force—have shifted all or part of their work from the corporate office to the home office.

In a survey conducted by the American Home Business Association, a full 97 percent of respondents said that working from home had created closer family ties.

Who is the average home-based business owner? According to the American Home Business Association, he or she is 38.8 years old, is married, has two children and an annual income of \$56,000. This propreneur owns a home, is a college graduate and previously worked for a large corporation.

Home-based businesses injected some \$100 billion into the US economy in 1989.

one day a year. He operates a home-based book publishing business with his brother, Jack, that is beginning to compete with the big boys in Boston and New York City. Based in Las Vegas in a home that overlooks the desert, Pioneer Books will publish about 35 titles this year and boasts annual sales of \$5 million.

The Schusters primarily publish entertainment books that sell well in major bookstores across the United States, including B. Dalton and Waldenbooks. Pioneer Books publishes children's texts (such as *The Life and Adventures of Santa Cat*) as well as small-business titles under the imprint Electronic Cottage (such as *How to Use a Computer in Your Home Office*) and Judaica books (*Operation Exodus*) under the Judaica Books imprint.

Schuster had to work for someone else only a short time to know it was not the life for him. After graduating a year early from high school in Kensington, Md., Schuster was unable to attend college because his father suddenly became seriously ill. Heading off to work first in a number of sales and accounting jobs, Schuster found the autonomy and control he sought by running political campaigns. Then, after a brief stint owning a retail store, the brothers tried publishing. That was 1979, and they have been at it ever since.

Thanks to computer technology, they are

able to operate a full-fledged publishing business from their bedrooms—securing manuscripts, editing them, designing the mechanicals and working with the printer and marketing the books. "Not any one of these steps requires a specific kind of facility. All we need to stay in business is a computer, a modem, a phone and overnight mail."

Schuster admits he and Jack have an unusual home. The 5,500-square-foot structure is built on several acres. One room in the home functions as the company's library, while Hal uses part of his 800-square-foot bedroom as his office for editorial production. A view of the mountains and desert cacti greet his eyes when he looks up from the computer.

"It's quiet here. There are no distractions except for the pet wolves, coyotes, dogs and cats," he says.

Pioneer Books operates without employees. Hal is president of the company while Jack is the publisher and chairman of the board. About 40 independent contractors offer their talents in design, art, writing and editing, each of them working from their own homes around the country. Schuster says the employee-employer relationship is a "residue of the old serf-slave system where people owed their loyalty to others."

Schuster believes that working from

home allows creative people the opportunity to work without someone watching over their shoulders. Creative freedom as well as the ability to work when you want are the best advantages of being home-based.

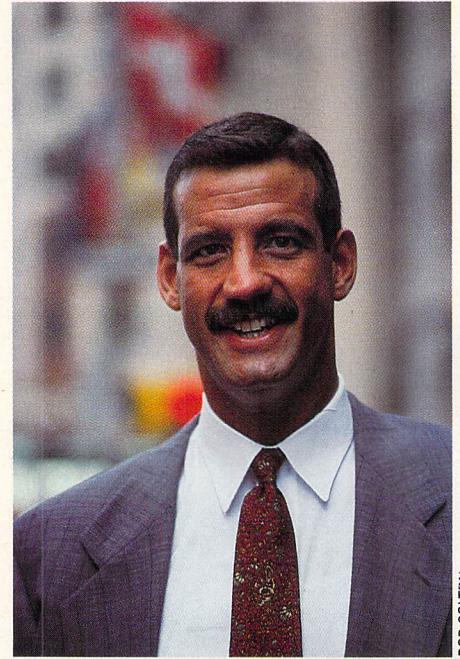
Although he insists he will never become an employee again, Schuster admits that working from home has its disadvantages. He and Jack, who are both single, are unable to use the workplace as a source for meeting friends. They have tried to overcome that by becoming involved in community and charitable activities. "It rectifies the problem somewhat, but it is not the same as having personal contact with others all day long."

He praises CompuServe's forums as a way to electronically network. In addition to being good for business (Hal has found a number of authors through CompuServe), it can assuage the loneliness.

Although many think a home-based book publisher is quite unusual, Schuster wonders how long that will continue to be true. "The computer has been a great equalizer, making the small business entity the equal of a large business corporation. Small businesses are now creating four out of five new jobs in the marketplace. The shift to an information and service economy is allowing people to take charge and become their own bosses."

—CC

EE's: Phone Home



ROB COLTON

Service will be a vital tool: Rubenstein

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▼
Boards, Chips,
and the Snake Pit

▼
Aldus Magazine
Online, page 22

▼
LAN Improvements
on NetWire, page 24

Electrical engineers get an online fount of information with *EE Times'* new interactive service, EETnet.

Electrical engineers are at the forefront of everything that happens in the world of computers. They build the chips that provide the basis for these machines, design the boards that use them, and then forge all of this into usable systems. Before there were computer programmers and software engineers, EEs were hard at work combining gates, switches and logic elements into machines capable of executing lists of instructions.

As you'd expect, EEs are not only the prime movers behind the computer revolution; they are also some of the heaviest users of computers.

Electrical engineers, like the rest of us, are increasingly dependent on their computers as tools for managing and accessing data. Yet even today, they also rely on a vast amount of printed material, including journals, magazines and newsletters, to keep up with the rest of the industry.

Now CompuServe and CMP Publications, publishers of *Electronic Engineering Times*, have teamed up to create the first online interactive service for electrical engineering professionals. Dubbed EETnet, this service allows *EE Times* subscribers to communicate directly with the newspaper's staff, download demos and other files and, in short, experience all the benefits of telecommunications that other CompuServe members enjoy. "EETnet is designed to serve the needs of

electronic engineers—to allow them to communicate with each other and also to access product information," says Bart Rubenstein, the project coordinator for EETnet. While EETnet is available to all CompuServe users, it will primarily be of interest to engineers who already receive *EE Times*. "The system is designed to complement our print publication," says Rubenstein.

EETnet access can be billed at any of several rates. Normally, the standard CompuServe hourly rate is charged, along with a connect-charge of 30 cents per hour. Those who use EETnet for more than a few minutes per month may sign up for the fixed rate of \$7.95 per month (plus applicable communication surcharges), which allows unlimited access to the EETnet service.

EETnet's three forums are intended to allow engineers to share ideas, opinions and comments on a variety of subjects. The Engineering Forum is dedicated to discussions of technical matters. Recent discussions here have focused on the pitfalls and advantages of implementing concurrent engineering programs as well as the CAD Framework Initiative, an industry consortium working to create a standard procedural interface for integrating CAD tools.

The Profession Forum, on the other hand, is devoted to questions and discussions on career matters. A career Opportunities/Classified Ads section provides up-to-the-minute information on job openings at many of the companies that advertise in *EE Times*. Ads can be searched by position, company, and geographic location.

A third forum, called the Japan Forum,

will be added in the near future. This forum, which will be administered directly from Tokyo, will cover engineering issues that relate to Japan.

In addition to the forums' libraries, EETnet has a Product/Vendor Information section, where members can directly access data from many manufacturers. Offerings in this area include a library of online catalogs, product brochures and software demo packages from major CAD and IC vendors. A product review section allows members to read descriptions of new products and order literature online without having to deal with those pesky little reader service cards. Future plans include a library of data sheets from various manufacturers, and uploads of listings and directories from *EE Times*.

Since all work and no play makes Jack and Jill dull kids, EETnet has areas where engineers can indulge their humor. The Snake Pit, in the Engineering Forum, lets members recount horror stories that result from working at the cutting edge of technology. Members can submit humorous captions for pictures that appear in every other issue of the weekly newspaper in the Immortal Works section. The News Quiz lets members compete for exciting prizes, such as mugs,

engraved pencils and cheap watches, by answering questions on articles in the current issue of *EE Times*.

Headlines and news highlights from the upcoming issue of *EE Times* are available for preview. Opinion polls allow members to register their views on a variety of subjects related to the profession. And of course, EETnet offers the opportunity to quickly send messages to the *EE Times* staff.

Even though EETnet is still in its formative stage, Rubenstein is confident of its successful future. "With the help of our members," he says, "EETnet will evolve into an important tool in improving communications in the engineering community."

EETnet is set up as a separate service on CompuServe. To get there, simply type GO EETNET at any prompt. Inside, you'll have access to EETnet's forums, libraries and other features, but you won't have direct access to other areas in CompuServe. To return to CompuServe, type GO CIS at any EETnet prompt or select the CompuServe Information Service option from the EETnet Main Menu.

Jim Johnson is a free-lance computer music programmer and writer based in Tigard, Ore.



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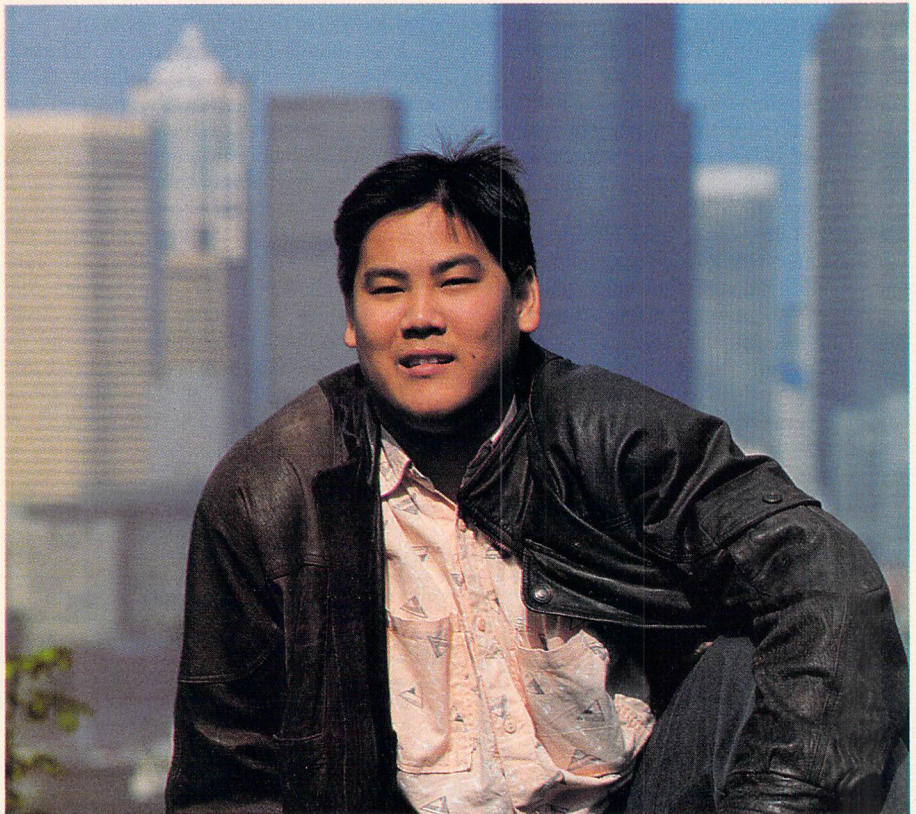
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by Lisa K. Stapleton

A Source for Desktoppers



Publishing professionals can take issue with *Aldus Magazine's* latest: Lam

▶ Aldus Forum welcomes its same-name magazine to online publishing.

Aldus created the desktop publishing industry with its release of the page-layout program PageMaker in 1985, the same year that Apple Computer released the first LaserWriter. Since then, many have come into the desktop publishing fold. And when they need help, they frequently turn to the pages of *Aldus Magazine* to get it.

"We try to keep track of what our readers want," says Managing Editor Harry Edwards. "Usually, it's quick fixes or how-to help." After noticing that message threads about helpful articles in *Aldus Magazine* kept appearing in other forums, Edwards decided to test reader participation in the Aldus Forum (GO ALDUS).

Reuben Lam, forum manager and online information services specialist at Aldus Corp., says CompuServe members make up a large part of the company's customer base, and most are also *Aldus Magazine* subscribers. Bringing the two together was a logical step.

"We'd like to have totally open participation in the *Aldus Magazine* section of the forum," says Lam. "Eventually, people who are interested in writing for the magazine will be able to contact the editors online and then also upload their articles. We may pre-release articles in the library for forum members. And readers can discuss the magazine's contents online—with the editors—and really make a difference."

Lam says many of the people who frequent the Aldus Forum are employees of service bureaus, graphic designers and other desktop publishing professionals. Noting that most designers have no problem expressing opinions about publication design, Lam says they will have plenty of opportunity to do so in an arena where they are sure to be heard.

Steve Owades, who owns a desktop publishing and computer consulting business, agrees. He says the Aldus Forum offers an advantage for people using electronic publishing software: It can help users cope with a no man's land that many vendors don't

want to claim—issues dealing with the interaction of different brands and versions of software, various types of computers, differently configured printers and different types of networks. “When a user discovers a problem and doesn’t know its cause, forum members often can jump in where technical support hotlines sometimes fail,” says Owades.

Tom Petaccia, a free-lance copywriter and designer in Charlotte, N.C., says he came to the forum for technical support but stayed for the company. “I’ve always found the Aldus Forum to be a great help with questions or problems I’ve run into. Now it’s like a meeting of peers who swap stories about the design business.”

Petaccia encapsulates the power of the communication possible in the Aldus Forum: “A printer sales rep of some acquaintance called me a while back and said, ‘I just got off the phone with someone who said she was a close friend of yours. Then she said you’d never met.’”

“We want to get some good dialogue

going,” says Edwards of the magazine’s new message section. “We’ll also share selected items from past issues of the magazine—the Q&A columns and some of the how-to articles are popular with readers.”

Lam hopes that the dialogue won’t be confined to the new section. “We’ve got programmers, authorized trainers and Aldus software users visiting the same forum,” says Lam. “Ideally, the discussions should spill over into the other message sections.”

Edwards started uploading files in late July from the May through July 1990 issues of *Aldus Magazine*. He’ll continue uploading articles of interest on a monthly basis. “I hope readers will speak up and tell us what they want,” says Edwards. “Based on the feedback we get, we’ll add different types of articles to the Aldus Forum Library.” The magazine’s more than 200,000 readers are sure to comply.

Lisa K. Stapleton is a free-lance writer based in San Jose, Calif.

COMPUTING SERVICES



Layout on Silicon Beach

Since it released PageMaker, its first product, in 1985, Aldus’ revenues have increased sharply. The company’s 1989 revenues, which totaled \$88 million, make it the 10th largest personal computer software company in the country, according to a study done by Dataquest, a San Jose-based marketing research company.

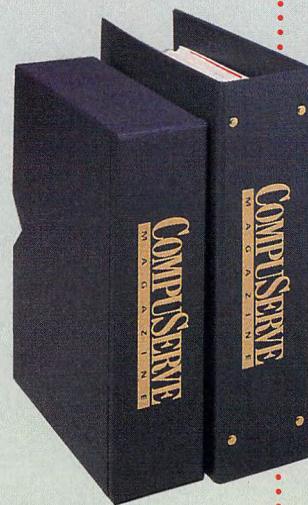
Aldus, located in Seattle, is big enough to venture into deeper waters. Through a stock swap, in the first quarter of this year, it acquired Silicon Beach Software, a San Diego company with several popular graphics and drawing programs.

Since Silicon Beach had a diverse line of less expensive products than Aldus, the merger was seen as a way to participate in both the low-end and high-end markets. Silicon Beach’s products retail for less than \$500, while Aldus’ products range from \$495 to \$795.

“It is clear that our market is segmenting,” Larry Spelhaug, Aldus’ vice president of marketing, told investors at a stockholder’s meeting. “Aldus’ strategy is to introduce quality products at both the low end and the high end of the market to capitalize on that segmentation.”

Silicon Beach sells SuperPaint, a paint-and-draw program; SuperCard, a personal software toolkit that allows the user to create customized applications; Personal Press, an entry-level page-layout program; and Super 3-D, a modeling and animation program. Information about products developed by Silicon Beach Software is available on the Aldus Forum in a special area called “Silicon Beach.”

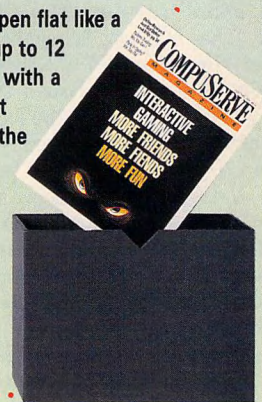
FILE SAVERS



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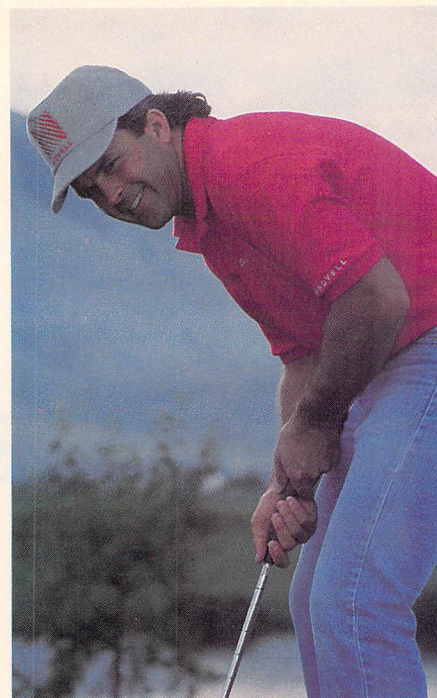
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Novell Keeps an Open Line

► Insights from local area network users travel on Novell's NetWare.

"The real-world insight we gain from NetWare (GO NETWARE) is invaluable to Novell," says Scott Raban, NetWare marketing manager. Indeed, the local area network manufacturer seeks feedback and suggestions from NetWare users worldwide.

NetWare is CompuServe's online home for three Novell Forums, libraries stuffed with patches, fixes and utilities, training materials, product information and press releases from Novell Corp. NetWare is an effective tool for gathering product, marketing and technical information for NetWare's 25,000-plus users, many of whom have developed custom configurations based on information and advice gleaned online, according to Raban. (NetWare is a group of systems software products that control the sharing of data across a variety of network computing environments, including external computer work groups, internal department networks and business-wide information systems.) "It certainly adds value to be able to 'talk' to thousands of other registered Novell users worldwide," says Raban.

NetWare sales are steadily gaining in Europe, and NetWare will play an increasingly important role in linking these international communities, he says.

In an effort to expand the use of NetWare and all other CompuServe services worldwide, CompuServe has discontinued the for-

eign handling fee for its members in Europe, thus providing less expensive access to NetWare and CompuServe—\$12.50 per hour in addition to communication surcharges. (Communication surcharges range from \$9.50 per hour for the Telepac network in Switzerland or the Istel network in the United Kingdom, to \$20.50 per hour for the Infonet network. Members in West Germany can use the Datex-P network for \$14.50 per hour and still access CompuServe through their local PTT.)

Businesses that use NetWare are better able to use the NetWare tools to create customized operating systems that meet the exact specifications of that business. A recent study conducted by Novell found that 87 percent of NetWare users surveyed used NetWare as their number one source of support for their operating systems.

"These systems are often designed by an in-house employee, someone who may have been trained at one of Novell's Authorized Education Centers," says Raban. Many times, system administrators propose a configuration online before implementing it, as do a growing number of Novell's certified resellers. "I'm bidding for this configuration," one reseller might tell forum friends. "See what you think of it." Often the system design undergoes considerable revision before the reseller proposes it to a client.

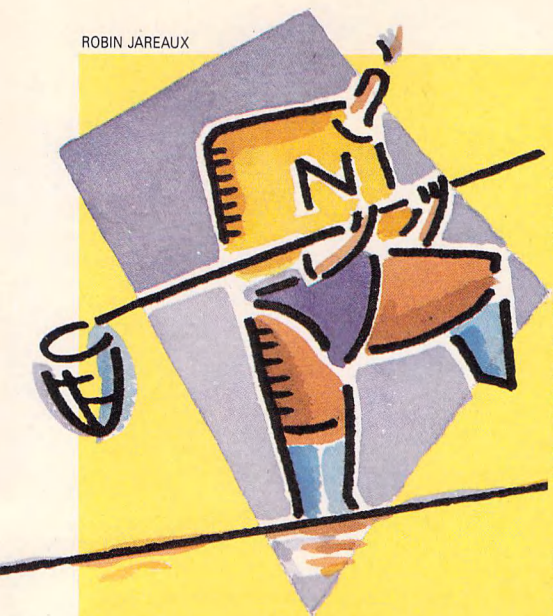
Novell's resellers undergo considerable training before they are authorized to sell and install NetWare products. Many have on

staff a Certified NetWare Engineer—someone who has completed the training program offered by Novell's Authorized Education Centers. Laura Chappell, senior instructor for Northern California at VITEK Systems Distribution (a Novell distributor and authorized education center), says the online resources in NetWare play a significant role in training.

CNEs learn the basics in forum etiquette before going on to use NetWare as their main link between networking product vendors, clients and other engineers. "The latest development on NetWare is online education conferences run by Doug Baird of Novell," says Chappell. System managers, resellers, vendors and Novell staff meet to discuss different versions of the NetWare operating systems and how they can be retooled to solve different LAN connection dilemmas. "My students like to attend the conferences at the end of class so they can test their knowledge," says Chappell.

"The greatest tools for system managers, resellers and engineers are online." She says her proudest moments are those when she spots former students helping other NetWare users with a particularly difficult configuration. "It's nice to see students talking with the sysops, or offering to help other forum goers. That's when you know you've trained them right." ◀

Lisa K. Stapleton is a free-lance writer based in San Jose, Calif.



Signing onto NetWare

Novell's NetWare (GO NETWARE) provides a variety of product information, accessible from the NetWare main menu. Its online services include:

What's New on NetWare: An updated list of the newest press releases, uploads and events happening on NetWare.

Novell Press Releases: The latest news from Novell headquarters, stored by release date—a good source of product release information.

Product Information: Easy-to-find information on NetWare software, hardware and software compatibility, lists of companies with verified value-added disk drives or new product information. This is where to look to find out what software and add-ons are needed to build a NetWare LAN solution for your client (or company).

Forums: The Novell A, B and C Forums provide support and technical information for NetWare users. These three forums allow for the exchange of information between users, Novell technicians and sysops. The libraries are available in Novell Forum A, complete with utilities, patches and fixes.

The Novell A Forum discusses support issues dealing with the entire NetWare family, including Netware 2.0a and below and 2.1x; NetWare 386 (version 3.x); and NetWare for the Macintosh, VMS, NFS and portable environments.

The Novell B Forum contains information on LAN hardware, including mini-mainframe links, servers and workstations, cables and disk drives. Forum-goers can also find out more on Ethernet, ARCNet and other LAN connection methods.

The Novell C Forum hosts discourses on NetWare upgrades, possible applications and tips on programming with NetWare. This forum also allows members to find out about User Groups and Novell-sponsored training, make suggestions for product enhancements, talk with authorized Novell dealers or speak to representatives from Novell's management team.

Sales and Service Organizations: A list of the authorized Novell dealers and training facilities available, with information on how to contact each.

Calendar of Events: An updated list of Novell events, including training classes and trade shows.

NetWorld: Information on NetWorld, the LAN and networking trade show.

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Buying into
World Capital

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Transaction Tips,
page 28

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Analysis Without
Confusion, page 30

▶ **With the global economy comes a 24-hour market and an earth-shaking tide of investment opportunities.**

There was a time when the sun rose over the East River and set over the Hudson River, as far as the world of stocks and bonds was concerned. For decades, Wall Street was the center of the financial world.

But no more. Stocks and bonds and other financial instruments, such as automobiles, radios and televisions, have become part of the world economy. And the once mighty Wall Street is only one of several large capital markets scattered around the globe. In fact, the Tokyo Stock Exchange surpassed the New York Stock Exchange several years ago as the world's largest capital market.

Indeed, many overseas markets have outperformed our domestic counterparts, attracting Americans armed with billions of dollars seeking investments overseas. For the past five years ending March 31, 1990, 22 out of the 25 top performing mutual funds have been those that have invested their assets beyond our shores, according to Lipper Analytical Services. The experts estimate that the total amount of money involved is more than \$25 billion.

"It's astounding," says Reginald Green, editor and publisher of the *Mutual Fund*

News Service, headquartered in Bodega Bay, Calif. Green notes that money pouring into mutual stock funds has increased six-fold since 1985. "For the first time in their history, international funds have become a major player in the mutual fund industry."

— Globalization of the stock market is a double-edged sword for the individual investor. On one hand, picking the right investment becomes a lot more complicated when the choices are scattered around the globe. On the other hand, markets in other parts of the world have performed much better than markets at home, so the rewards often more than outweigh the risks.

Still, the usual words of caution about investing in the United States also apply to investing abroad. For several years, the Tokyo Stock Exchange was one of the hottest markets in the world until it crashed earlier this year. The TSE's Nikkei Index, which can be compared to the Dow Jones Industrial Average in the US, dropped from around 38,000 yen to 24,000 yen in a few short months. It's not a place for the novice.

Hong Kong is another place to be wary. It has never fully recovered from the October 1987 crash when authorities closed it for four days because they couldn't handle the avalanche of paperwork. Korean and Taiwan markets have gone up and down like a roller coaster, though markets in Malaysia, Singapore and Thailand have been consistently strong.

No place for the novice: Tokyo Stock Exchange



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With American shares accounting for only 40 percent of the world's equity investment opportunities, many US citizens are seeking to globalize their portfolios. To participate in these international markets, however, you don't need to send funds overseas, as the shares of approximately 200 foreign firms trade on US exchanges in the form of American depository receipts (ADRs). (See "Playing the World Market," p. 28.)

As ADRs trade like American stocks on the NYSE, Amex or over the counter, they can be easily monitored using a number of CompuServe services. Begin by obtaining the ticker symbols from Name/Symbol Lookup (GO LOOKUP). For current prices, turn to Quick Quote (GO QQUOTE).

Daily, weekly and monthly historical prices—going back, in some instances, 12 years—can be collected from PRICES (GO PRICES). If you prefer the data in a machine-readable presentation for importing into spreadsheets or analytical software, MQDATA (GO MQDATA) supports a host of output formats.

Want a pictorial snapshot of the ADR's market action? Type GO TREND to display a price volume graph for any 15- to 70-day, week

or month time period.

Making direct performance comparisons between a number of ADRs and indexes, stocks, mutual funds or bonds is fast and simple with Return Analysis (GO RETURN). The report shows individual and combined actual and annualized returns of specified securities during a designated date range. Results can include or exclude dividends and be listed alphabetically or ranked by gain or loss.

If you decide you would like to own an ADR, enter your purchase order online through one of CompuServe's discount brokerage services (GO BROKERAGE). Quick & Reilly (GO QWK) and Spear Securities (GO SPEAR) stand ready to take orders 24 hours a day. (Orders placed after the market has closed will be entered at the beginning of the next trading day.)

Finally, follow the news on these companies using the Executive News Service (GO ENS). ENS allows you to customize clipping folders with indicated key words, and then have the financial newswires (Reuters, United Press International, The Associated Press and OTC NewsAlert) scanned for any stories that contain those words or phrases. Matched articles are saved in your folder.

European markets have gained ground recently, particularly in reaction to events in Eastern Europe, where the iron curtain has crashed like so much rusting scrap metal. The economic reunification of Germany, to cite one example, has breathed new life into the Old World. The Bonn market has been on a roll lately. The Paris Bourse and the all-electronic London Stock Exchange are following suit with upward movement.

Norman Berryessa, publisher of *Global Perspective*, a San Francisco-based monthly newsletter on international investing, argues that investors should follow the same cautionary rules abroad as they do at home. "Do your homework before you invest, and invest in only the best companies in any country," he says. He steers away from closed-end funds concentrating on a single country because they are highly volatile in down markets. "There is just too much risk on the down side," he says.

Berryessa says he sometimes buys stocks directly from foreign markets to get good value for his money. For example, he recommends Singapore Airlines, listed on the Singapore Stock Exchange, or Swire Pacific, owner of Cathay Pacific Airlines, listed on the Hong Kong Stock Exchange. He says both are premier companies well positioned to take advantage of double-digit growth predicted for commercial airline traffic in the Pacific Rim over the next decade.

His investment strategy doesn't always take him across oceans. Recently he has been looking south of the border. Berryessa believes that the new government of President Carlos Salinas de Gortari is going to transform Mexico from an also-ran into a first-run investment opportunity. He says the Mexican government is about to sell a dozen state-owned firms in public offerings. Based on this, Berryessa recommends Telefonos de Mexico,

the state-run Mexican telephone company that is about to go private in a public offering.

Not every expert believes that investors should buy directly from overseas trading floors. Jon Woronoff, editor of the Washington, D.C.-based *International Fund Monitor* newsletter, says that investors should stay with tried-and-true investing techniques when it comes to investing overseas.

Knowledgeable, aggressive investors, he says, have the savvy to buy stocks and bonds on overseas markets. "Less aggressive investors should stick to the international funds or closed-end funds," says Woronoff, because they save the investor time and money.

He believes that global funds, which include the stocks of US companies as well as foreign firms, are probably the safest investment in terms of avoiding rapidly falling markets, although they do not offer the same upside potential.

Nonetheless, Woronoff believes that there are some sound investment opportunities in Central and South American closed-end funds. He likes the Chile Fund and the Mexico Fund, both closed-end funds traded on the New York Stock Exchange. "Chile is really making a comeback," he says.

Europe has been on everyone's mind recently. And Germany has been the prime beneficiary of most of this positive thinking. Recently two new closed-end funds investing in West German stocks joined two other popular funds. But Orleans, Mass.-based John Dessauer of *Dessauer's Journal of Financial Markets* for one believes that Germany has gotten too expensive and is looking for values in nearby countries.

"It's the wimp's way of playing Europe," he says. France is more stable than Germany at this point, but its currency, as well as its economy, is pegged to the Deutsche mark. "It benefits from what I call the 'halo effect'," he says.

Dessauer argues that the Dutch are well positioned to take advantage of rapid growth in Germany. Yet, their market is underpriced. "The Dutch market is the least expensive market in Europe. And most of its stocks have been neglected."

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Playing the World Market

So, how can investors take advantage of growth and opportunities overseas? It requires some homework and some luck but it's not difficult to become a global investor. There are four basic ways to invest internationally, each with its own built-in set of risks and rewards. Here is an explanation:

Direct Stock Investments

For adventuresome investors, direct purchase of foreign-owned stock and bonds may be the way to go. This is done by working with your local broker. It's best to have the broker arrange a foreign custodial account, so you can quickly sell your shares. If your brokerage firm is not a member of the foreign stock exchange where you want to do business, you may have to pay a commission to a foreign broker, as well as to your own broker.

Most full-service brokerages offer their customers trading in international stocks, but it's aimed at institutional investors like pension funds. A few firms will help the smaller investor. Merrill Lynch offers overseas trading at its international trading desk in New York City. Your best bet, however, is to determine if the foreign stocks in which you are interested have American depository receipts. If so, CompuServe's online discount brokers, Spear

and Quick & Reilly, can execute your trade.

Beware: Buying stocks directly can be expensive, and is not for the very small investor. *Forbes* magazine reports that two out of five trades are never completed, compared with about one in a hundred trades in the United States. Also, it's difficult to track share prices because most US newspapers do not carry listings of overseas stocks.

ADRs

The best method to buy individual foreign stocks at home is through American depository receipts (ADRs). Most ADRs are traded on the major US stock exchanges or the National Association of Securities Dealers Automated Quotation system (NASDAQ). Currently, some 1,000 ADRs representing companies from 33 countries are available to US investors. These include some of the world's best-known multinational companies, such as Sony.

Usually, one ADR represents one share of foreign stock deposited in a custodial account. ADR share prices are quoted and dividends are paid in dollars instead of the local foreign currency. This feature saves the costly hassle of cashing foreign checks at your local bank.

However, many savvy investment veterans point out there are attractive overseas companies not represented by ADRs at home. The only way to invest is directly, or through an open-end or closed-end fund that has invested in these companies, say the experts.

He is recommending Akzo, a drug and chemical company, and Philips, Europe's premier consumer electronics producer. Stock in the two companies can be purchased in the United States as American depository receipts on the New York Stock Exchange.

Christian Wignall, senior investment manager for the G.T. Global family of funds in San Francisco, also sees a great deal of opportunity in Europe given the events over the past year. The G.T. Europe Fund (800/824-1580; 4.75 percent upfront fee; \$500 minimum investment) is the firm's largest at \$1.6 billion.

Twenty percent of his holdings are in Germany, followed by France at 18 percent, the United Kingdom at 18 percent, Norway at 9 percent and Spain at 5 percent. He agrees that France in general is an interesting play for those who want to avoid the turmoil and angst of German unification.

John Hickling, portfolio manager for

Boston's Fidelity International Growth & Income Fund (800/544-6666; 1 percent fee to invest and to sell; \$2,500 minimum investment), says he looks for companies where the fundamentals have been "sold

down far below its real value for so long that it is an opportunity."

Hickling thinks the Hong Kong Stock Exchange is a place harboring dozens of companies fitting this description, and favors some hotel operations in this British Crown Colony. Hopewell Holdings, a diversified company with land holdings, is one firm that fits Hickling's criteria. The company is currently building a super-expressway to Canton in Guangdong Province. It has also won the right to build a new mass transit system in Bangkok.

Hickling can't find any bargain in Thailand, but he thinks there are some good possibilities in Singapore. Two companies that he favors are Keppel and Jurong, two

large Singapore-based shipyard repair firms. The high average age of the world's tankers, freighters and bulk carriers "has created a ship repair boom," he says. And Singapore is the world's largest port.

G.T. Global's Wignall is also bullish of Hong Kong, a market he finds undervalued because of political events in China in June 1989. He particularly likes Hong Kong Telecom, the colony's long-distance telecommunications company. His arguments for buying the stock make it one of the more interesting plays in Asia.

Wignall says the company's business will continue to grow as more and more Hong Kong residents immigrate to Canada, Australia and the United States. They've been leaving at a rate of 50,000 a year. They don't want to be around when China assumes control of Hong Kong in 1997. "They like to call home a lot," he says. It is his way of finding a silver lining in what has been a gray cloud for Hong Kong's 5 million residents.

FundWatch: Mutually Beneficial

The Money Magazine Financial Information Center (GO MONEYMAG) provides a powerful tool in FundWatch Online for screening more than 1,500 mutual funds—using criteria that mirror your investment philosophy—to find the ones consistent with your goals. And since international (including global and regional) mutual funds are one of the screenable investment objectives, finding them is as easy as selecting from a menu.

Begin by choosing Option 5, "International," from FundWatch's Investment Ob-

jectives menu. The resulting list can be immediately displayed or narrowed to a more manageable number. Among available paring criteria are fees and expenses, performance, assets, management company, and yield and risk measures.

For instance, the "Fees and Expenses" option allows you not only to consider the initial load or sales charge, but also such important costs as redemption and 12b-1 fees, along with the annual expense ratio. Screenable yield and risk measures include yearly dividend payout, market sensitivity

(beta), relative risk and adjusted return correlated to risk (alpha).

Once you complete searching, matched funds can be ranked by performance for the year to date; annualized return over one-, three-, five- or 10-year periods; or for the most recent bull or bear market. Then take each fund and read a detailed description outlining specifics. Many of these individual fund summaries also contain expanded portfolio information including top stock holdings and a breakdown of investments by industry sector.

Mutual Stock Funds

Dozens of mutual funds invest abroad in both stocks and bonds. Investing in mutual funds is convenient for the individual investor, and they provide investors with professional management and diversification.

Mutual funds can be divided into four groups, as far as the overseas investor is concerned:

- ▶ Global funds, which offer safety by spreading their investment around the world, including the United States. These are good bets for investors who want diversified portfolios.
- ▶ International funds, which invest anywhere in the world outside the US where the fund manager sees good investments.
- ▶ Regional funds, which concentrate on a specific region, such as Asia or Europe. Asia was the dominant economic region of the 1980s, say the experts. But Europe is expected to be the dominant region of the 1990s.
- ▶ Single-country funds, which invest in stocks in a single country. These are among the more popular funds with investors, and offer the chance to make a direct play in a country with a strong or booming economy.

Closed-end Funds

Most single-country funds are packaged as closed-end funds, selling units that look like stocks, act like stocks and trade like

stocks. Closed-end fund managers buy baskets of stocks, usually from a single country, and then sell shares in the baskets via the major US stock exchanges.

Closed-end funds offer the same avenue to foreign investment as stocks, but investing in closed-end funds is as easy as picking up the telephone and calling your local broker. The number of shares are fixed at the time of their offering and no additional shares are issued. Closed-end funds are the only way that an investor can invest in certain countries, such as Taiwan and Korea, which bar foreigners from participating directly.

While easy to buy and sell, not all closed-end funds are alike. They can trade at a discount or a premium. If they trade at a discount, the basket of stocks is selling for less than their net asset value. If they trade at a premium, the basket is trading for more than their combined net asset value.

Because they are easily bought and sold, single-country funds have become popular with many US investors. But popularity has driven up their value, and not many with discounts can be found.

Foreign equity funds were among the top performers among all mutual funds last year. According to the weekly *Barron's*, several funds doubled their share prices during 1989, including the Spain Fund that jumped 208 percent and the Thai Fund, which increased 195 percent.

-TY

Dessauer also believes that there are some bargains to be had in Asia, despite some bumpy rides there during the past six months. He particularly likes the Taiwan

Fund, which is a closed-end fund currently trading at a 6 percent discount to its net asset value. The price of the stock reflects a 50 percent drop in the Taipei stock market

earlier this year. "Now that it has declined, it is a more reasonable buy," he says.

Thomas York is a San Francisco writer who specializes in Pacific Rim business topics.

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by Robert J. Cullen

The Lowdown on Investment Software

► Put your personal computer to work and solve basic investing problems.

Convinced that a diversified stock portfolio will inflate their net worth, many personal computer users wonder how their PCs can help them to be successful stock investors.

When PC users first investigate computerized investing, however, confusion often results. Descriptions such as "fundamental valuation" or "technical analysis" do little to help neophyte investors answer their Big Four questions:

1. What should I invest in?
2. When should I buy?
3. When should I sell?
4. How am I doing with my investments?

PC investment packages use different and often contrasting methods to answer these important questions. To illustrate this, let's review five CompuServe-compatible programs that can help you find profitable answers to your investing questions. These programs use timely data easily downloaded from the CompuServe Information Service. And general support for their usage can be garnered from the Investors' Forum (GO INVFORUM).

Fundamentally Easier

Since there are more than 10,000 stocks

available for American and Canadian companies, compiling a balanced, diversified stock portfolio is not a stroll down Easy Street. Selecting potential winners from such a large pool requires an intelligent, structured selection system.

Enter fundamental analysis. Disciples of this investment creed study company earnings, industry profitability measures and macroeconomic trends to identify 10 to 15 publicly traded companies with attractive financial statistics. These candidates are scrutinized further with various financial ratios and performance yardsticks to locate those with the best appreciation potential. These studies can be done manually, but fundamental analysis software programs relieve investors of such drudgery.

Consider, for example, Quant IX Portfolio Evaluator. This polished program identifies which common stocks to buy and also tells you when to buy them. Using five sophisticated mathematical models, Quant IX handily determines if a stock is undervalued (a bargain), overvalued (an extravagance) or fairly priced (a bore, actually).

These financial models merit closer inspection.

The *Fundamental Valuation Model* uses historical quarterly and annual earnings re-

ports to determine if a stock is undervalued or overvalued. Evaluating earnings in relation to a stock's price is the traditional method of fundamental valuation.

The *Modern Portfolio Theory Model* uses complex formulas to analyze historical data and project a stock's future potential. Developed in academia and adopted by Wall Street during the 1970s, Modern Portfolio Theory acts as a bridge between a firm's past profitability and its future dividend-paying capabilities.

The *Inflation-Adjusted Model* analyzes how companies—and their stocks—react to different rates of inflation. As the perception of inflation increases, interest rates rise, which typically depresses stock prices.

The *Variable Growth Dividend Discount Model* projects a stock's performance based on estimates of future earnings and dividends, taking into account the changes in dividend growth that occur as companies mature. This means the model assigns higher growth rates in early years, when a company's earnings growth is typically high.

Having identified likely purchase candidates with these models, you can then use the *Multi-Index Rank Model* to ensure that your stock portfolio is not too heavily weighted in one type of company, i.e., cyclical, energy, growth or stable. Research shows

Quant IX Portfolio Evaluator



Quant IX Software, 5900 N. Port Washington Rd., Suite 142-A, Milwaukee, WI 53217 800/247-6354

Computers: IBM PC-XT, PC-AT, PS/2 and compatibles.

Operating System: DOS 3.1 or higher.

Media: Supplied on 5.25- or 3.5-inch diskettes, requires hard drive with 675,000 bytes of free space.

Copy Protection: None.

Required Peripherals: None, printer recommended.

Other Requirements: 640K RAM.

Optional Items: None.

List Price: \$89. Includes unlimited free support. Also, supports TAPCIS, PC3 for access to CompuServe.

MetaStock Professional



Equis International, P.O. Box 26743, Salt Lake City, UT 84126 800/882-3040

Computers: IBM PC, PC-XT, PC-AT, PS/2 or compatible.

Operating System: DOS 2.0 or higher.

Media: 5.25- or 3.5-inch diskettes, requires hard drive with 1MB free space or two 720K disk drives.

Data Retrieval Software: "The Downloader," by Equis.

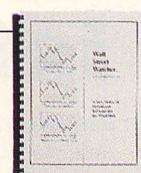
Copy Protection: None.

Required Peripherals: IBM-compatible CGA, EGA or VGA graphic adapter and monitor.

Other Requirements: 640K RAM.

List Price: \$349, includes free technical support.

Wall Street Watcher



Micro Trading Software Ltd., P.O. Box 175, Wilton, CT 06897 203/762-7820

Computers: Macintosh Plus or Macintosh II family.

Operating Systems: Standard Apple, is MultiFinder-compatible.

Media: Supplied on three 800K diskettes, hard drive recommended.

Copy Protection: None.

Required Peripherals: Modem suggested.

Other Requirements: 1MB memory.

Optional Items: None.

List Price: \$495, includes free technical support.

that these groups tend to move independently of one another. Including securities from each group affords your portfolio better diversification—and, it is hoped, higher profits.

Quant IX allows investors to perform many of the same analytical techniques used by high-powered Wall Street analysts.

Once you have invested, Quant IX's portfolio evaluator tracks your trading activity to answer the question "How am I doing with my investments?" and its corollary, "When do I sell?" Using pricing data downloaded from CompuServe, Quant IX users produce performance reports showing individual issue and overall portfolio gains and losses.

Additionally, Quant IX produces summary reports for each analytical model. Thus, you can see how each stock in your portfolio compares to the others, selected market indexes, and your original purchase criteria.

Although Quant IX can be used on a daily basis, its underlying fundamental analysis philosophy emphasizes long-term investing rather than frequent trading. That is, buy-and-hold versus in-and-out.

Technical Analysis

In contrast, technical analysis tends to encourage frequent trading. Technical analysis is the study of trading data to discern predictive patterns. Technicians—technically oriented investors—use a variety of techniques to study relationships between securities' current price movements and past price and volume information. These relationships usually are identified by studying graphs of price and volume movement.

Before personal computers became popular, technicians manually created graphs of individual securities or purchased printed graphs through a subscription service. PCs

have spawned a parallel development of technical analysis software. As PCs acquired greater processing power and better graphics displays, technical analysis software developed more complex technical studies to take advantage of the improvements.

MetaStock Professional is a sophisticated technical analysis program that supports novice as well as experienced technical investors. MetaStock uses an unusual "layered" design. The outer layers of the program consist of simple analysis tools, such as moving averages, that are used by most investors. The inner layers contain progressively more complex analysis tools—from trend lines to complex user-added formulas and profitability testing—that appeal to experienced investors.

Allied with this layered approach is a dual system of pull-down menus and one-letter commands. The menus are helpful when you're learning, while the one-letter commands allow you to move more quickly when you become familiar with the program.

MetaStock also supplies two "help" levels. The first assists you in understanding the mechanics of operating the program, while the second interprets information about technical indicators. In addition, MetaStock is actively supported in CompuServe's Investors' Forum.

Before answering the question "What should I invest in?", MetaStock users can download market index data from CompuServe to learn if it is a good time to be in the stock market.

Assuming the answer is "yes," you can then use MetaStock's security-ranking utility to screen industry groups and individual stocks to identify likely purchase candidates. For example, you could use an indicator that measures the percent of change in the price

to select industry groups—and stocks within each group—whose prices are moving up faster than the market averages.

You can then select individual stocks to examine more closely with numerous technical indicators. MetaStock provides support for 45 predefined technical indicators. Additionally, the program supports construction of 60 custom formulas. For example, you can combine three or four predefined indicators to create your own customized buy/sell indicator.

MetaStock operates only on IBM PC and compatible computers. For Macintosh enthusiasts, Wall Street Watcher fills the niche.

Offering a wide range of technical indicators, Wall Street Watcher supports sophisticated technical analysis with an emphasis on automating routine tasks, such as retrieving daily pricing data from CompuServe and preparing individual graphs and summary reports.

Designed for serious investors who follow a large number of securities and place a premium on their time, Wall Street Watcher creates performance tables that help investors quickly identify winners and losers. Performance tables calculate percent change in each security during four time periods, such as this week, last week, last month and year-to-date. These statistics are then sorted with the best performers at the top. Comparing performance of your securities over various time periods helps you identify which are gaining or losing momentum. Like MetaStock, Wall Street Watcher's technical charting capabilities can be used to identify purchase candidates and alert you when to take your money and run.

Portfolio Managers Chart Investments

Neither MetaStock nor Wall Street Watcher clearly answer the question "How am I doing with my investments?" For this,

MONEY MATTERS

SPLIT!



Data Base Associates Inc., P.O. Box 1838, Honolulu, HI 96805 808/926-5854

Computers: IBM PC, PC-XT, PC-AT, PS/2 or compatible.

Operating Systems: MS-DOS 3.0 or higher.

Media: Supplied on 5.25- or 3.5-inch diskettes.

Copy Protection: None.

Required Peripherals: EGA or VGA adapter card and monitor.

Other Requirements: 256K RAM.

Optional Items: None.

List Price: \$135, includes free technical support.

MyWay



Money Won, 603 First Ave., Raitan, NJ 08869 800/463-6639

Computers: IBM PC, PC-XT, PC-AT, PS/2 or compatible.

Operating System: MS-DOS 2.0 or higher.

Media: 5.25- or 3.5-inch diskettes. Requires either two diskette drives or hard drive and one diskette drive.

Copy Protection: Yes.

Required Peripherals: 80-column parallel printer.

Other Requirements: 521K RAM.

List Price: \$395, includes free upgrades and hotline for technical support.

Mutual Fund Investor



American River Software, 1523 Kingsford Dr., Carmichael, CA 95608 916/483-1600

Computers: IBM PC, PC-XT, PC-AT, PS/2 or compatible.

Operating System: MS-DOS 2.0 or higher

Media: 5.25- or 3.5-inch diskettes.

Copy Protection: None.

Required Peripherals: Supports all graphics modes.

Other Requirements: 384K RAM, hard drive.

List Price: Version 4.1, \$149.95. Annual subscriptions for FundScope, \$120 quarterly disks, \$299 monthly disks, \$35 latest monthly disk.

you need portfolio management features. Technical investors who want a combined technical analysis/portfolio management program may want to consider SPLOT!

Neither a full-featured technical charting program nor a comprehensive portfolio manager, SPLOT! combines securities-plotting capabilities with portfolio management to tell you how well your investments are performing.

SPLOT! is suited for experienced technical analysts who know how to analyze trading charts. It can handle up to 12 years of market data for 200 individual issues and 100 portfolios. Data for stocks, market indexes, mutual funds and commodities can be downloaded into SPLOT! from CompuServe.

Occasionally a new program emerges that does not fit into any existing software category. MyWay is such a program. Neither purely fundamental nor technical, MyWay combines elements of both techniques to tell investors when to buy and sell common stocks.

MyWay does not help you determine which stocks to invest in. The program's authors recommend selecting established stocks with potential for long-term appreciation and a history of moderate fluctuation.

Such stocks can be identified using CompuServe's online stock screening capabilities (see "Stock-aids," pp. 29-30, *CompuServe Magazine*, June 1990).

MyWay is built on the premise that 75 percent of all stocks fluctuate by more than 50 percent a year. The program seeks positive gains by buying during price declines, holding during flat trading and selling during price rises.

Trading parameters built into MyWay enable you to customize the program to your investment temperament. Seven portfolio controls and seven stock controls allow you to personalize your stock market vision and to determine in advance how you would like to react to it.

A good example of a specialized investment program, MyWay limits its focus to answering "When should I buy?" and "When should I sell?"

The program's authors recommend trying MyWay in simulation mode before using it to commit capital. Sound advice for any new investment package, this makes especially good sense when developing your trading parameters for a program with unconven-

tional trading methods, such as MyWay.

For the Mutual Funds Investor

Each of the software packages discussed help investors select and monitor portfolios of common stocks. But not all stock investors want to build personal stock portfolios. For some, mutual funds are their chosen investment vehicle.

In existence in America since 1924, mutual funds attained stunning popularity during the 1980s. Topping \$1 trillion of invested assets in May, they promise to be popular into the 1990s as well.

Although the investment vehicle has changed, investor questions do not alter. Selecting appropriate mutual funds requires access to performance data.

The Mutual Fund Investor is a stand-alone PC program that helps you analyze mutual fund performance. It computes moving averages of mutual fund net asset values to generate buy or sell signals. The program comes with 10 years of historical data on 30 popular mutual funds. You can add up to 104 funds to this list. Additionally, you can set up separate subdirectories—each with 134 funds—effectively allowing you to track as many funds as you wish.

After constructing the list of funds you want to monitor, you log on to CompuServe to download the latest historical trading data for each fund, including distribution data—dividends and capital gains paid—which is essential for maintaining useful technical charts.

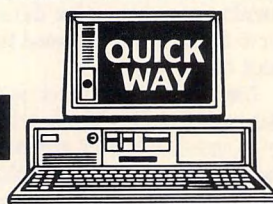
The Mutual Fund Investor uses moving averages to tell investors when they should buy and sell individual mutual funds. While this program will operate on any type of monitor, you need graphics capabilities to view the moving-averages charts.

To track how well your investments are performing, The Mutual Fund Investor includes impressive portfolio management features. You can track profits and losses for each investment and your overall portfolio. This program also calculates internal rate of return for your investments, which is an excellent way to measure your "batting average." It also will compute basis of shares sold, taking into account distributions and commission costs.

The authors of these investment software programs find widely differing ways to answer investors' Big Four questions. All strive for the simplest way to profits: buy low, sell high. So simple to say, but not so simple to do. Fortunately, investment software can help you find your way. ◀

Robert J. Cullen is an independent financial and computer journalist based in Alta Loma, Calif.

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TO90CS

by Ernest E. Mau



Standard Double, Moat Included

► **Creaking floors, picturesque views, and a touch of *gemutlichkeit* are all part of Germany's castle tour.**

As the sun rose over the Rhine, the view from Schoenburg Castle was spectacular. Below, the quaint town of Oberwesel was coming to life. Even at that early hour, 19 cargo barges carried their loads on the stretch of river south of the Lorelei bend where legend says a siren once lured sailors to doom on treacherous rocks.

On our fifth German vacation, my wife and I stayed in castles, as part of the *Gast im Schloss* ("guest in castle" or "guest in palace") program. But not all establishments are castles as we think of them. Some once were mansions, others were patricians' homes, but all have impressive histories so it's appropriate to think of *Gast im Schloss* as "guest within historical walls."

Our first stop was the Hotel Eisenhut ("iron helmet") in the walled city of Rothenburg ob der Tauber. On the Romantic Road an hour southeast of Frankfurt by car, Rothenburg could be the most picturesque town in Germany. Its walls are largely intact, and many half-timbered buildings, towers, arches and other structures retain much of their Middle Ages atmosphere. Aside from being a photographer's delight, the medieval Imperial City's setting high above a valley gives it an air of majesty. Early mornings or late afternoons, walking the city's ramparts is like stepping back in time.

Rothenburg is a shopper's paradise, with stores of every type. And it's the home of the famous *Christkindl Markt* (Christmas Market), which is just a few doors from the Hotel Eisenhut and is open all year for buying decorations and gifts.

Like many small German towns, however, Rothenburg offers little after dark. Streets become deserted as tour buses pull out between 5 and 6 p.m. Aside from a discotheque, a puppet theater and a walk with the *Nacht wacht* (night watch), nighttime activities are limited to eating, drinking and sleeping.

When asked whether there was anything to do at night, even the hotel concierge just said, "No."

Hotel Eisenhut occupies several medieval patricians' houses dating to the 12th century at the town's center. Although not a real castle, the hotel was the one truly full-service, first-class *Gast im Schloss* hotel we found.

Rooms at the Eisenhut are comfortable, well equipped and furnished with antiques. The hotel restaurant, like many in the *Gast im Schloss* program, takes pride in its cuisine and wine cellar. But the meals leaned heavily toward non-German dishes and small servings. Although the food was good and was served attractively, prices were high. We ate at the hotel restaurant only once, later finding other restaurants for traditional German meals served in larger portions at half the price.

Hotel Roemerkrug ("Roman jar") in the marketplace of Oberwesel on the Rhine is another non-castle hotel and for us was an unreserved Sunday walk-in. Although small and having fewer than two dozen rooms in a half-timbered house 500 years old, the Roemerkrug had a two-floor suite available for 150 Deutsche Marks (\$81).

Accommodations were marvelous. The upper floor, furnished with antiques, even had a four-poster bed. The lower floor had a small sitting room and an oversized bathroom. Each room in the hotel has a unique decor with furnishings ranging from painted woodwork to elaborate brass beds. The feeling at the Roemerkrug is best expressed as *gemutlichkeit*, combining qualities of comfort, coziness and being welcome.

The Roemerkrug takes pride in its restaurant, which is crowded early even when the hotel isn't full. The meals are prepared by the owner's wife and served in a comfortable setting. While prices are somewhat high for the area—about double those of a restaurant across the street—the atmosphere, preparation and presentation are delightful.

The Roemerkrug is quiet even though it is in the center of town and near railroad tracks. Stays along the Rhine often are dis-

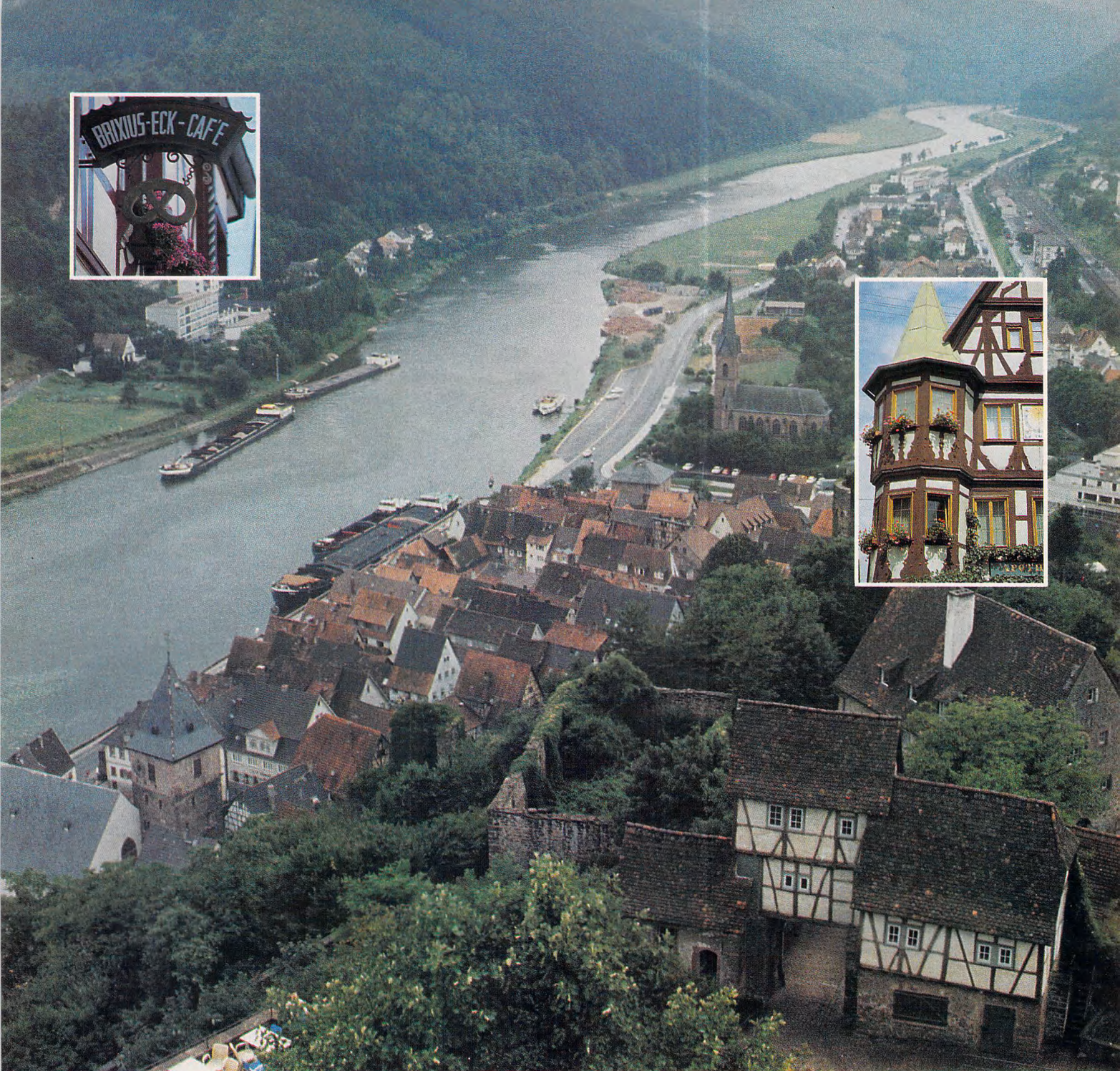
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▼
Hostelry with
a History

▼
Battling Jet Lag,
page 38



Gorge tract of Western Europe's longest river is home to steep slopes crowned with half-timbered *fachwerk* houses: Rhine valley

CARL PURCELL

turbed by nighttime train traffic along both banks and resounding through the valley, but the Roemerkrug is buffered from the noise. We heard no more than soft whooshing as trains zipped back and forth.

Burghotel Auf Schoenburg is a true castle, perched high above Oberwesel. Schoenburg houses both a hotel and a youth hostel, with the hotel having rooms in a modern structure and in historical towers. When reserving this hotel, we requested a "tower room" and, to our amazement, got the "Canopy Bedroom" at the top of a 9th-century tower. Named either for its canopy bed or for the fact that it's in the tower's canopy roof, the room is circular with a peaked ceiling and might be right out of a

fairy tale. A spinning wheel along the wall conjures stories of Rumpelstiltskin and Rapunzel.

Windows around the circumference offer views of the Rhine and surrounding terrain. A balcony clings to the tower's side and is ideal for watching river activities and for taking in the spectacular nighttime view.

But it was our bad luck to book Schoenburg on their *ruhetag* or rest day. German restaurants and guest houses take a midweek rest day on which dining facilities are closed. It's advisable to ask about the rest day before booking since many places do keep their hotel portions open, but finding a meal becomes the guests' problem. On this night, we went down the hill—a short drive or a

long steep walk—into Oberwesel where we ate at a marvelous restaurant in a converted vintner's house.

Schlosshotel Lembeck, just south of the Dutch border, is a fortified and moated castle built in Westphalian Baroque style with massive walls, ornate roofing and a mere half-dozen guest rooms.

If any place feels old, Lembeck does. Its history dates back to the 12th century, and it's isolated from neighboring towns and buildings by a large park. The rooms have modern facilities but retain a feeling of age even if only because the walk to the rooms crosses creaky uneven wooden floors through a hall lined with old paintings and antiques.

We had reserved a "tower room" again but

didn't immediately realize we had gotten one. The room was square, stylishly furnished and large enough to hold half our house. Plenty of space to rattle around. Only when walking around the grounds did we realize that we had gotten a tower, since these towers were stubby and square instead of tall and round.

Being isolated from large towns, Lembeck offers little at night unless it's hosting a festival. But tranquility, charm and an interesting museum tour make it a wonderful place to stay for a day or two. Dinner is served in a small restaurant that has an impressive vaulted ceiling. Eating by a roaring fire in a huge fireplace, we felt we were feasting in a remote time. Best of all, Lembeck serves traditional German meals of veal and pork.

Yet a moated castle may not be for everyone. The sounds of fish splashing and ducks quacking all night could disturb city-bred folks. And at 5 a.m., the ruckus of a flight of ducks splashing down outside a bedroom window is sure to wake even sound sleepers.

A half-hour drive north of Frankfurt is Schlosshotel Weilburg, a 16th-century castle in Baroque style above a river valley and town. It offers a marvelous museum with a tour, and the decor is modern but not as stark.

Three other castles were both captivating and comfortable. Burghotel Trendelburg, headquarters for the *Gast im Schloss* program, is a medieval knight's castle. Near the Fairytale Road northwest of Kassel, where the Brothers Grimm compiled their stories, it perches on a hill with a good view. Trendelburg has been carefully rebuilt to old plans and exquisitely furnished to keep the mood of a castle. Its restaurant is excellent and offers fine food and drink. It even has a bridal suite—the tower that once was the



CARL PURCELL

Tower room with a view: Schoenburg castle's prison.

Nearby, Dornroeschenschloss Sababurg is the "Castle of the Sleeping Beauty," a nickname it gained after the story of *Sleeping Beauty* was published. A semimodern hotel that doesn't seem out of place, there's a feeling of elegance to Sababurg and its canopy beds, wood-grain paneling and excellent restaurant.

Sababurg and its game park are on a hill in the Reinhard Forest, which is particularly beautiful in autumn. Miles of road twist and wind among gnarled oaks. With autumn colors and leaves starting to fall, the drive to the castle leaves the impression of passing through an enchanted forest.

To the southwest of Kassel, the Hotel Schloss Waldeck occupies a prominent location high above a lake. A medieval fortified site, the hotel is located on a massive rock outcropping with a unique panorama of a popular holiday area. The castle has both new and old sections, with the newer portion

being extremely modern. The older section, which we requested, has a castle's allure but with touches of elegance.

Old-section rooms can face either the lake or flatlands. Visitors wanting to combine the spirit of a castle stay with a spectacular view should specify a lake-facing room in the old section. Otherwise, the proprietors assume that guests want the most modern rooms. When we met the owner at dinner, she was surprised that we were even in the old section and more surprised that we had asked for it.

DER Tours apparently adds fees to prices advertised in brochures, and thus direct booking is recommended. The *Gast im Schloss* program accepts inquiries and bookings by mail or telex (available to CompuServe members), and they speak, read and write English. According to the baron who runs the program, all that's needed is to acquire the brochure from any travel agent and then contact headquarters directly.

Given addresses, phone numbers and telex numbers from the *Gast im Schloss* brochure, it's also possible to book hotels directly, which might save a little more money since several we visited had posted prices lower than those in the brochure. It also helps to travel out of season. In early spring or mid-fall, tourism drops. Rooms are more readily available, but there is a danger after Oct. 1 of seasonal castle and hotel closures. For a real treat, some castles such as Schoenburg and Trendelburg host special Christmas and New Year's banquets and balls.

Prospective visitors should study the *Gast im Schloss* brochure without expecting them to be foolproof. Descriptions are short, pictures can be misleading, and some phrases bear attention. A castle hotel that touts business and conference facilities likely will be too modern and not to the taste of those seeking history.

TRAVEL

A Schloss Directory

DER Tours, Inc.
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West Germany
Phone: (0-5675) 1011
Telex: 994812 tbgis d

Burghotel Auf Schoenburg
6532 Oberwesel/Rhine
West Germany
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Telex: 42321 burg d
Burghotel Trendelburg
3526 Trendelburg
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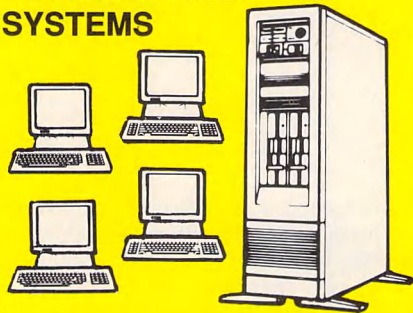
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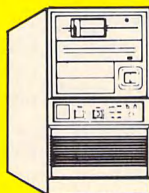
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That Sinking Feeling

Jet lag incapacitates one-sixth of all travelers, while another sixth never notices it. The rest are likely to suffer mild feelings of discomfort and tiredness that it can cause.

Although some maintain that jet lag is psychological and can be battled with liquor and a good attitude, scientists say it is not in the head, but rather in the body—specifically the hormonal system.

Seasoned travelers who frequently fly to foreign locations have learned to battle jet lag. Here are some secrets offered by members of the Travel Forum.

When traveling west to east, such as from the United States to Europe, Robin Garr recommends using the time change to your advantage. If your flight lands in the early morning, go directly to your hotel and catch a three-hour nap. When you wake up, it will be lunch time locally. Do business or see the sights during the afternoon and early evening. Don't stay up too late and, by the next morning, you should feel fine.

To Battle Travel Fatigue

- ▶ Rest before departure.
- ▶ Stay on your feet upon arrival.
- ▶ Abstain from caffeine and alcohol.
- ▶ Take amino acids and vitamin B-6.

If your travels take you from east to west, such as from the United States to the Far East, plan to arrive in the mid-afternoon local time. United Airlines flight attendant Kevin Lum says you can convince your body that it's only a few hours later than when the flight took off, even though it is actually 12 hours or more. He advises that you stay awake—eat, walk, shower, but don't sleep. Go to bed at 9 p.m. or later local time. When you wake up the next morning, you should feel good, but you may feel tired in the late afternoon.

Marcie Burrow, who has traveled extensively as a training research director for an international hotel chain, says the secret to battling jet lag is to stay on your feet—regardless of which direction you traveled.

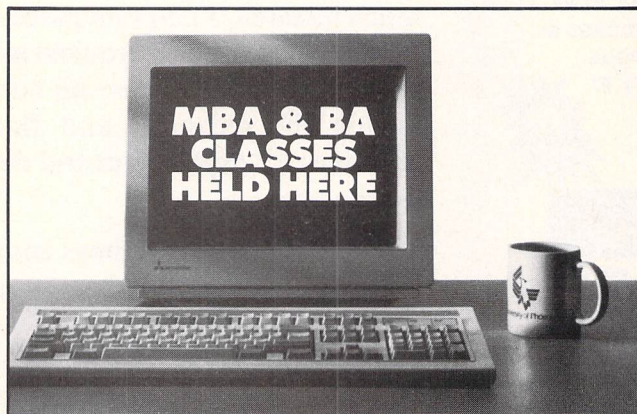
Take a walk, eat, practice the language, but don't sleep. Then go to bed at about 9 or 10 p.m. local time, and you'll be in great shape the next day.

Dr. Larry Melear, an Atlanta-based social psychologist, points to recent unpublished research showing that jet lag may be a result of a disruption in the brain's normal pattern of producing neurochemicals, which can be caused by a lack of sleep or a change in daily habits. He recommends resting well before take-off rather than trying to sleep on the plane. Do not drink alcohol, which may interfere with the body's neurochemical production. Take amino acids and a vitamin B-6 tablet (available in a health food store or pharmacy) to provide proper nutritional elements.

Researchers at Argonne National Laboratory advise using your stomach as a jet lag weapon. When you eat, you help synchronize your body's time clock. Protein stimulates wakefulness, while carbohydrates can make you sleepy. Caffeinated drinks delay the body clock when consumed in the morning and advance it at night. It has a neutral effect in the mid-afternoon. To reset your temperature rhythms, take two aspirins early in the morning after a flight.

Remember: Jet lag is more than a state of mind. It can dull your reflexes, slow your reaction time and impair your vision. ◀

—Cathryn Conroy



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GO OLI for more information.

Further Travel Hints

For more detailed information on overcoming jet lag, consult Library 0, "General Interest," of the Travel Forum (GO TRAVSIG).

The file HEALTH.FLY offers air travel health hints, including how to fight jet lag, fatigue, air sickness, pressurization problems, dehydration and more.

JETLAG is an article from the Saudi Airlines' in-flight magazine offering tips on jet lag prevention and cure as well as a diet for jet travelers.

In addition, section 10 of the Travel Forum's message board is devoted to discussion of airlines and airline travel. If you have a question, this is the best place to get an expert answer.



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Classier Classifieds

In the newly revamped CompuServe Classifieds, you can buy, sell, hire, or otherwise get the word out—fast.

It will always rain at your own garage sale. Any classified ad will cost more than the sale price of your item. Given the choice, the printer will misclassify the item you need to move the fastest.

Items advertised will always be sold before the ad appears in print. Your answering machine will malfunction when anyone who can actually pay calls about your ad.

Murphy has several more laws that cover the selling of white elephants, but the new CompuServe Classifieds section (GO CLASSIFIEDS) can maneuver you adroitly around all of them. It also can help you find a job, hire an employee, lease your condo, advertise a service or buy somebody else's white elephants without ever leaving your chair.

Product Manager Dan Meeks suggests that before you think about listing with a magazine or newspaper, you compare their value, subscriber figures and flexibility with the CompuServe Classifieds. Especially if you're appealing to the high-tech client, he says, it makes sense to list it with CompuServe. "The CompuServe subscriber base is over half a million upscale people with a median age of 39," Meeks explains. "Ninety-three percent are

male, 91 percent are college grads and the household income averages \$75,000. Obviously they all have access to a computer and a modem, and they tend to be gadget people.

"Depending on what you're selling," he adds, "a service, your resume or especially something that doesn't require that you first see, hear or touch it, you can't beat the value and convenience of CompuServe. You can enter, renew and delete your ad online, with acceptance normally coming within 24 hours of entering it."

Ads are reviewed to ensure that they meet CompuServe guidelines before they are posted. Guidelines are published online and free of connect charges.

Online classifieds are easier on both buyer and seller, Meeks adds. "The ads can be selected by state, so if you're looking for a job in certain regions or wanting to buy an item or real estate in a certain area, you can do it. If you're selling, you'll find it's easy for people to respond to you—they're already online." In addition, he notes that you can renew your ad before it expires without retyping the whole thing within one day of cancellation.

With forum rules prohibiting the sale of goods and services in the message and library sections, many CompuServe members are listing their wares in the classifieds. A recent survey of 200 Classifieds users indicated that 70 percent of those who left ads received a response. A recent review showed ads selling wildflower seeds from California, a scenic lot in the Great Smoky Mountains, a hard drive in Connecticut, a radar detector in Illinois, comic books in Ohio and aircraft owners' manuals in Virginia. Someone in Texas wanted to buy used sewing machines; a practice in Washington, D.C., needed a new physician; a private eye in California was looking for work; and a pilot in Florida wanted to purchase a new plane. There's no limit on the number of times these users can run their ads, Dan Meeks says, and they have up to 50 lines to make their pitch.

User activity will be his clue to tailoring the system to the CompuServe community, he adds. It'll also be the ticket to moving those white elephants—and for sending Murphy and his laws to someone else's sale.

Maura J. Mackowski is a free-lance science and business writer based in St. Louis. Her CompuServe User ID number is 76004,2243.

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▼
Get Wise, Advertise

▼
Stop Before You Shop
for That VCR, p. 41

How to Place An Ad

Placing a classified ad can't possibly be any easier than it is online. There's no waiting in stuffy, musty newspaper offices, no red-eyed clerks staring you down as you try in vain to describe that hula-girl lamp with the tassels...well, never mind. Just type GO CLASSIFIEDS, selecting option 4, "Submit an Ad." After a brief disclaimer, you'll narrow down the ad's category via a menu or two. You'll then be prompted to enter the ad's subject heading (what people browsing through the classifieds will see first), your name, state of residence, and then the actual text of the ad. Give it the ol'

hard sell, and if a spelling goof pops up, don't worry: after /EXITing, the ad maintenance menu lets you review what you've done ("Type Ad") and correct your mistake ("Edit Text"). When ready, option 1, "Submit Ad," figures the number of lines and displays the cost of posting the ad for either 1 or 2 weeks. Make a selection and you're done. The ad will be reviewed and approved within 24 hours.

No takers yet? Option 5 on the main classifieds menu lets you renew the ad. When you finally unload your merchandise, option 6 lets you delete the ad yourself.

The Smart Electronics Buy

► Online research can prevent giving the gift that keeps on breaking.

"I'll take it."

Uttering those words this time of year marks a significant achievement—not only in the sheer joy of checking another name off the gift-giving list, but also, in the case of consumer electronics, just making a decision. If the thought of scanning store shelves crammed with different formats and features makes your head spin, or if you're shaken by the prospect of engaging a fast-talking salesperson in a discussion of "infrared triangulation" and the merits of "8-bit" versus "16-bit processors," you're hardly alone.

The home entertainment boom (and the increasing number of options) has continued at an exponential rate, and as a result, too often "I'll take it" is spoken at the wrong time over the wrong piece of equipment. Your best bet is to have your mind made up before you cross the store threshold, although pulling off this shopping coup requires some timely research.

If you're wondering what the advantages of a laser-disk player are over a VCR, whether you should keep waiting around for the Digital Audio Tape (DAT) technology, or what components a good home theater setup consists of, then the Consumer Electronics Forum (GO CEFORUM) provides a large measure of solace with many well-stocked libraries and access to industry experts. The forum covers all types of products, including audio systems, VCRs, televisions, camcorders, satellite dishes, home security and telephone products.

Associate Forum Manager Bill Rood, a broadcast engineer for a California TV station, says his and other section leaders' experiences working with electronics can help members distinguish what features really make a difference, and save them money to boot.

"Video in particular is still a fairly new phenomenon for the buying public, and as such there is still a dearth of information available on the subject," he says, adding that retail establishments may offer little help. Sales personnel may be ill-informed or, at worst, out to make a buck at your expense. "It is a sad fact that most of what ends up being pronounced as fact is nothing more than manufacturer hype."

To wade through the hype, members of the forum can communicate with representatives of major electronics manufacturers,

such as Sony, Pioneer, Mitsubishi, NAD, Lexicon, NHT, Minolta and Videonics, as well as editors of several electronics magazines.

Dawn Gordon, CE Forum manager and a free-lance journalist who reports on electronics, recommends browsing the Library Bulletin for a list of the most recent files. Popular uploads include industry press releases detailing new products, often before the magazines do (Library 11); television monitor and VCR reviews (Library 2); and audio product reviews (Library 3).

Forum staff members use their diverse backgrounds to help consumers do everything from settling a complaint with a manufacturer to deciding which piece of hardware to buy. "If a member is looking for a 31-inch television with a picture-in-picture capability, stereo sound and a 10-watt amplifier, we not only supply recommended models but also suggestions where these models can be found at discount prices," says Gordon.

"Experienced audio and video nuts will find CE Forum to be a haven of extremely

opinionated, outgoing and knowledgeable people, all of whom have the same philosophy: getting the best possible quality for the money from their home entertainment products," says Marc Wielage, assistant sysop, video engineer and West Coast editor of *Video Review*. He encourages members to post their queries no matter how esoteric or basic. "We always welcome newcomers and are willing to give them advice on which products might be best suited to their needs."

Consumers Union (GO CONSUMER) provides another route to an informed electronics purchase. CompuServe members can access a full library of *Consumer Reports* articles listed by product category. The main menu includes headings for appliances, automobiles, home items and a general index of all reports available on CompuServe. Option 4, "Electronics/Cameras," lists recent reports on answering machines, boom boxes, camcorders, compact disc players, stereo receivers, speakers, tape decks, TVs (in several sizes) and VCRs.

A non-profit organization dedicated to providing information and advice on goods and services, Consumers Union's nationwide shopping staff anonymously buys products that are shipped to its New York research

Tidings of Joy and High-End Equipment

News from the summer Consumer Electronics Show, designed to help dealers decide which products to order for the latter half of the year (including the holiday season), is available for perusal in the Consumer Electronics Forum's Library 11.

Sysops Marc Wielage, Andy Adler and Dawn Gordon report on the latest in VCRs, surround-sound audio systems and all other home entertainment products to forum members in January and June, long before conventional magazines publish their reports. The intent is to separate the innovations from the flashes-in-the-pan, and to alert prospective buyers to the newest developments, which might make current models technically obsolete and bring prices down within several months.



Cutting edge report: Gordon

A four-part file series detailing various aspects of 1990's Summer CES is in the forum's Library 11, "New Products/News." It features:

Exhibit Highlights.

A survey of the highlights from the high-end audio exhibits, on- and off-site. File AUDIO.CES.

Product Debuts.

A run-down of the video recorders, camcorders and laser-disk players being unveiled at the show. File VIDEO1.CES.

High-end Intros. The high-end projection systems, televisions, monitors and surround-sound units that were introduced. File VIDEO2.CES.

Accessories and Silliness. Electronics accessories and the famed list of "silly products" ushered in on this occasion, almost (but not quite) worth mentioning. File VIDEO3.CES.

facility. There, more than 100 engineers, scientists and support personnel carefully test more than 65 product types, or nearly 2,000 models a year. For example, one article on CD players may feature evaluations of nearly 30 models.

Every year, CU releases reports on color televisions, CD players, VCRs and stereo components systems. Another annual offering, the "Best Buy Gifts" article, contains summaries of reports from the previous year.

Within the Consumer Reports database, the typical article will include an introduction to the product (and any varying formats, as with camcorders); "What to Look For" detailing the criteria by which the product was judged, typical features and how they are used, and special amenities; recommendations for purchase, listing the models that performed best and why; and "Models Tested/Ratings" providing the full evaluation of each model tested, a guide to the ratings, and a list of basic features all models had in common. Because new models are always coming out, check to see which ones were tested.

"A lot of models will appear to be similar. The big difference is in the features," says Marnie Goodman, media liaison for CU. "We recommend which features are good to have and which are just bells and whistles."

Consumer Reports articles carry a \$1 surcharge.

Magazine Database Plus (GO MAGDB) is a third valuable resource for consumer electronics information. Its full-text articles from popular general interest magazines and search capabilities make it easy to find news and reviews of the current consumer technology. The database includes specialized titles such as *Stereo Review*, *Popular Science*, and *Technology Review* with expert viewpoints and intelligence on industry trends for the truly engrossed electronics aficionado. Magazine Database Plus carries a \$15 per hour surcharge and a \$1.50 charge for each full-text article retrieved. ◀

Yvonne Heather Burry is a free-lance writer in Columbus, Ohio. Her CompuServe User ID number is 76703,3057.

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Following are summaries of hardware and software reviews available for reading this month in *Online Today*. To read the complete reviews, type GO OLT-200 at any CompuServe Information Service prompt.

For additional CompuServe Magazine/*Online Today* reviews published during the past two years and illustrations of reviewed products, refer to the keyword-searchable buyers' guides in Libraries 5 and 6 of the OLT Forum (GO OLTFORUM). Use Section 5 of the OLT Forum message board for discussion and questions of the reviews and related products.

Hardware



ScanMan Plus Hand Scanner

ScanMan Plus from Logitech Inc. is a 4.2-inch-wide, hand-held scanner for IBM-compatible computers. It is supplied with a short-slot adapter card, a paint program called PaintShow Plus, and programs for capturing scanned material from the DOS command line or inside Microsoft Windows. The scanner can translate color illustrations into 32 shades of gray or read black-and-white line art and text. Reviewer Christy Brothers says the scanner can operate at 100, 200, 300 or 400 dots per inch and is a great improvement over older Logitech hand scanners. GO OLT-5300

Sharp 4800-baud Modems

The 9624 internal and external modems from Sharp Digital Information Products Inc. are standard 300-, 1200- and 2400-baud modems with a twist. As well as supporting MNP protocols levels 2-5, which can double transmission speeds with some data, they can communicate with other 9624 Modems at 4800 baud. They also can be used for synchronous communications at 1200 and 2400 baud with mainframe computers. The modems boast an internal data buffer. Reviewer Hardin Brothers judges these modems to be a good value, especially for those who can put them on both ends of a communications line. The internal modem can be used with IBM-compatible computers, while the external modem is compatible with the RS-232c port of any machine. GO OLT-5305

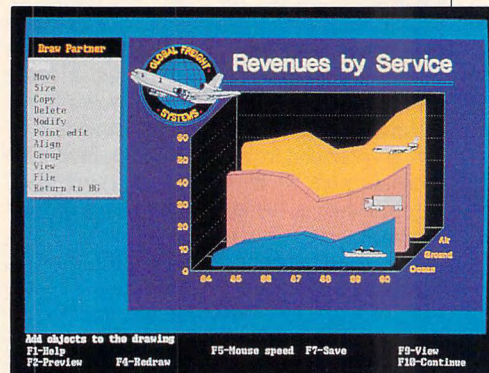
Software

PageMaker Page Layout Software

Aldus Corp.'s PageMaker 4.0 for the Macintosh computer has 75 new features including an improved text editor, a spelling checker, automatic generation of a table of contents and type spacing. Reviewer Anthony Watkins says the added features haven't made the program any more difficult to use and claims this is the best version of PageMaker so far. However, he cautions owners of smaller computers that they will need more than 1MB of RAM for satisfactory performance. GO OLT-5310

Adobe Streamline AutoTrace Program

Streamline from Adobe Systems Inc. converts bit-mapped graphics into vector-based images on IBM-compatible computers. Unlike early tracing programs, Streamline can convert files in several different formats automatically without operator assistance. Reviewer William J. Lynott says that this program, which runs under Microsoft Windows, is one of the most powerful autotrace programs available for any computer. It is invaluable, he says, for users who want to incorporate bit-mapped images into documents prepared with desktop publishing packages. GO OLT-5315



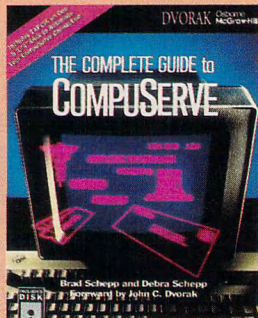
Harvard Graphics

Software Publishing's latest version of Harvard Graphics for IBM-compatible computers has greatly improved drawing tools. It also features a new, flexible method of presenting screens during a presentation and can import data from more spreadsheets and databases. Reviewer William Lynott says Harvard Graphics 2.3 should re-establish this product as the best presentation graphics package available. GO OLT-5325

GO WB

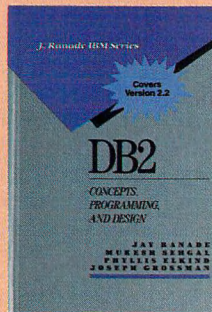
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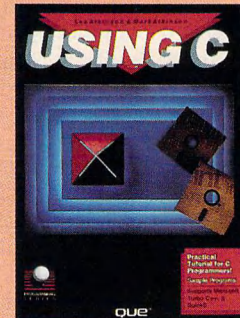
The Complete Guide to CompuServe

The most practical and comprehensive guide yet! With TAPCIS access software to automate your connection. By Brad Schepp and Debra Schepp. *Osborne/McGraw-Hill*. \$34.95



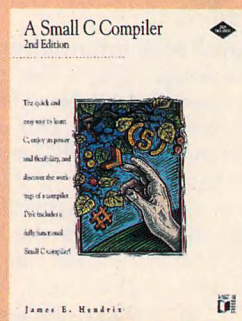
DB2: Concepts, Programming and Design

Applications programmers can reach a new level of expertise with this thorough, detailed book. By Jay Ranade, et al. *McGraw-Hill*. \$44.42



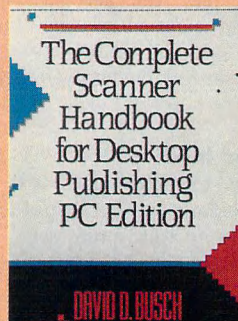
Using C

A comprehensive reference/tutorial for this high-level programming language covering the most popular compilers. By Lee Atkinson and Mark Atkinson. *Que*. \$27.95



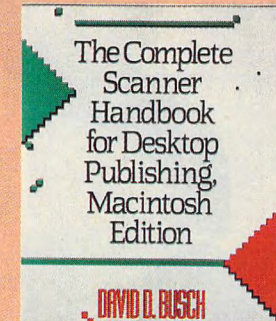
A Small C Compiler

This book/disk package is an excellent resource for learning C. Disk includes a fully functional Small C compiler. By James E. Hendrix. *M&T Books*. \$29.95



The Complete Scanner Handbook for Desktop Publishing, PC Edition

Advice and answers to common questions for desktop publishers and art directors. By David D. Busch. *Dow Jones Irwin*. \$24.95



The Complete Scanner Handbook for Desktop Publishing, Macintosh Edition

The scanner reference book for Macintosh users with all the answers and information you need. By David D. Busch. *Dow Jones Irwin*. \$24.95

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Software

MoneyCounts for Personal Finances

MoneyCounts 6.5 from Parsons Technology may not make you rich, but it can help you keep track of the money you do have. It lets you track up to 999 personal accounts, produces a variety of reports, and can import and export data to several other popular programs. Reviewer Franklyn Jones says the program lives up to its promises, although it requires some time to learn if you want to use its full capabilities. *GO OLT-5330*

PC-Draft-CAD Drafting Software

Natural Software's PC-Draft-CAD is a shareware program for IBM-compatible computers that duplicates the most-used features of expensive drafting software. It supports most popular video adapters, dot matrix and laser printers, and plotters. Reviewer Hardin Brothers found the program confusing at first, but easy to use after some study. He was impressed by the number of features in this inexpensive package. *GO OLT-5335*

Adobe Type Manager

Adobe Systems' Adobe Type Manager 2.0 improves the quality of on-screen and dot matrix Adobe fonts on all models of the Macintosh. The program is supplied with 13 fonts; 22 others are available as an extra-cost option. Reviewer Anthony Watkins says this is an inexpensive program that belongs on every Macintosh computer, especially if you want your screen and printed output to match. *GO OLT-5355*

Art Department Graphics Manipulation

ASDG Inc.'s Art Department is an image processing program for the Amiga computer. It can translate pictures between many different formats, including those popular on other computers, add color to black-and-white images from a scanner, and increase or reduce the number of colors used to display or print a graphic image. Reviewer Cheryl Peterson says the program is flexible, powerful and easy to use. *GO OLT-5340*

Catchword Character Recognition

Catchword from Logitech Inc., when coupled with a Logitech scanner, reads text from a page directly into an IBM-compatible computer. The program is supposed to be able to read all fonts with 99 percent accuracy. Reviewer Christy Brothers found that the software often approached the claimed accuracy but not always. She says the technology is exciting, but it isn't yet reliable for everyday use. *GO OLT-5345*

Hijaak and Inset

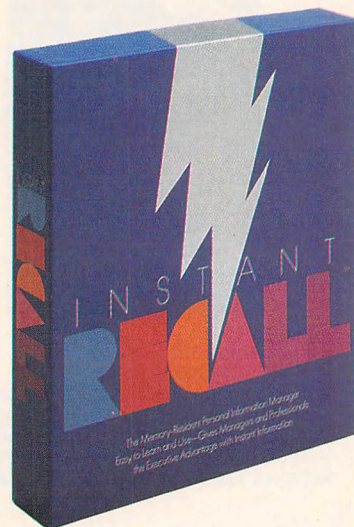
Capture graphics and text screens, change files from one file format to another, add graphics to word processors that don't support graphics and perform other sleights of hand with these two programs for IBM-compatible computers from Inset Systems. Reviewer James Moran calls the programs nearly flawless and says that both are essential for users who need to handle graphics files from a variety of sources. *GO OLT-5350*

Monarch Data Translator

Personics' Monarch reads computer-generated reports and captures information to store in a database or spreadsheet program. It can extract data from almost any report format. According to reviewer Hardin Brothers, Monarch seems limited in its uses at first, but its data extraction capabilities are invaluable in many circumstances. He found the program particularly easy to learn and to use. *GO OLT-5320*

RightWriter Grammar and Style Checker

RightWriter 3.1 from RightSoft Inc. checks word processor documents on IBM-compatible computers for grammar, spelling and style errors. Reviewer William J. Lynott says the program no longer is awkward to use and has become flexible enough to understand the differences between various writing styles. He adds that the program is now compatible with files produced by 18 different word processors and that its comments and suggestions are much clearer than in earlier versions. *GO OLT-5360*



Instant Recall Information Manager

Chronologic Corp.'s Instant Recall 1.2 keeps track of your notes, schedules and the people you work with. This personal information manager for IBM-compatible computers can run either in memory-resident mode or as a normal application. Reviewer Christy Brothers says the program does what it promises and has many ways to view stored data. But, she says, it doesn't work reliably in memory-resident mode with graphics programs and some text applications. *GO OLT-5365*

Microphone II Communications Program

Microphone II from Software Ventures Corp. is a communication program that runs under Microsoft Windows. It features XMODEM and YMODEM file transfers, a complete script language, and the ability to work with both standard and non-standard modems. Reviewer Hardin Brothers found the program useful but less powerful than other high-end communication programs. He said the program needs to support more file transfer protocols and would benefit from on-screen help. *GO OLT-5370*



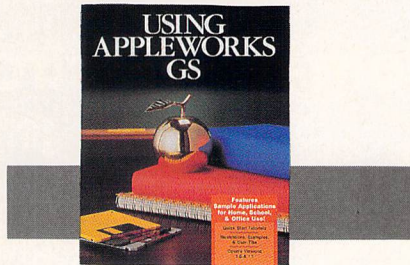
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Book Reviews

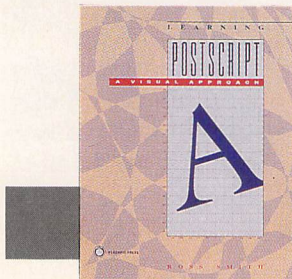
Following are summaries of book reviews available for reading this month in *Online Today Daily Edition*. To read the complete reviews, type GO OLT-240 at any CompuServe Information Service prompt.



Using AppleWorks GS

By Katherine Murray
Que Corp., 1990
592 pages, \$21.95 (softcover)

Offering a comprehensive introduction to the newer Apple IIgs version of AppleWorks, this book will be useful to small-business owners, home users and school personnel. Reviewer Brian D. Monahan says it gives impatient users a quick start to using the program. GO OLT-5530



Learning PostScript: A Visual Approach

By Ross Smith
Peachpit Press, 1990
414 pages, \$22.95 (softcover)

Intended to be used interactively with a PostScript printer or an appropriate controller or software, this book teaches readers everything from basic concepts and commands to elaborate graphics and special effects, says reviewer Christine Graves. GO OLT-5500

Encyclopedia of Excel: The Master Reference

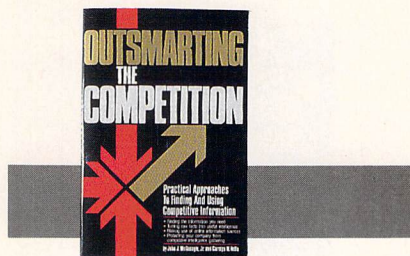
By Robin Stark and Shelley Satonin
Windcrest Books, 1989
420 pages, \$22.95 (softcover)

Dedicated to explaining the ins and outs of Microsoft Excel, this reference book for DOS users provides explanations of hard-to-grasp topics. Although reviewer John Edwards says it is neither bold nor challenging, the book does deliver what it promises. GO OLT-5510

Word Perfect 5.0: Beginning to Intermediate Word Processing

By Dale Craig and Jane Troop
Franklin, Beedle & Associates, 1990
523 pages, \$32.95 (softcover)

With the look and feel of a textbook, this spiral-bound tome offers different learning sequences in chapters organized like term papers. Although it is thorough and ideal for a formal class in WordPerfect, reviewer Lindsay Van Gelder says the book is dry and lacks the inside information and tips found in others. GO OLT-5520



Outsmarting the Competition: Practical Approaches to Finding and Using Competitive Information

By John J. McGonagle, Jr. and Carolyn M. Vella
Sourcebooks Inc., 1990
388 pages, \$17.95 (softcover)

Competitive intelligence—the use of public sources to gather information on a competitor's operations—is big business. This book tells you how to do it, although reviewer Paul A. Gilster says the text is not definitive since it does not explore the intricacies of computer database searching. GO OLT-5540

The Macintosh Bible (Second Edition)

Edited by Arthur Naiman
Goldstein & Blair, 1990
760 pages, \$28 (softcover)

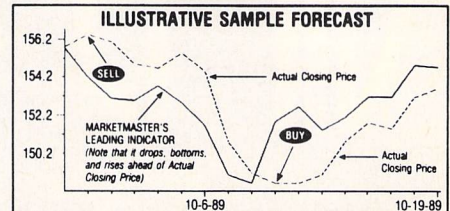
Bearing the stamp of Arthur Naiman's breezy, irreverent writing style, this book contains everything you ever wanted to know about the Macintosh—and a lot you couldn't care less about. Reviewer Anthony Watkins says it is so valuable for the beginning and intermediate Mac user that Apple should pack one with every Macintosh it sells. GO OLT-5550

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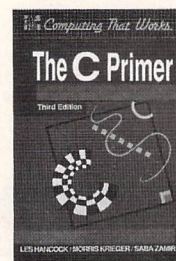
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Sunnyvale, CA 94088-0842, U.S.A.

Info-line: 408-746-0477 • Voice: 408-773-8715
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GO OLI for more information.

ON SALE

This Month at the
McGRAW-HILL Bookstore



List Price: \$24.95
Save \$5.00 if you order
by November 30, 1990

Master a complete understanding of C and introduce yourself to C++ with this expanded and updated third edition of the classic best-seller, **C PRIMER**.
To order, just GO MH.



Remember—The first weekend of every month is always free-connect!

GO OLI for more information.

GIFTS

from the Electronic Mall



Give a gift they'll remember all year. Showcased here are five we especially recommend. Also, a connect-free source for truly unique gift suggestions, The AT&T 800 Directory.

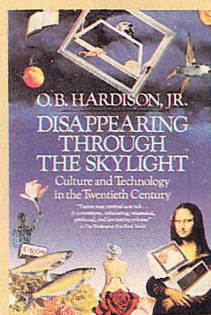
Go MALL to order these featured gifts. Go ATT to browse the AT&T 800 Directory electronic edition. Wrap up your holiday shopping the easy way, online at The Mall.



KRUPS ESPRESSO MINI

Perfectly frothed cappuccino! Deep brewed espresso! Krups Espresso Mini makes it quick and easy. The perfect gift for the gourmet on your list. Makes 204 cups. In white or black. \$79.99

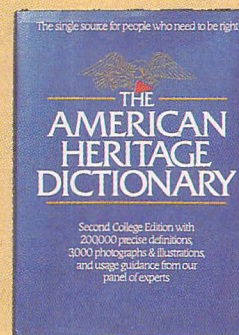
For more information GO CC.



Disappearing through the Skylight

"Exhilarating reading," —*Newsday*. In these lavishly illustrated pages Hardison reinterprets the cosmos. He covers everything from Darwin to Computer graphics. #582X List price: \$12.95 paperback/WordsWorth's price: \$11.66

For more information GO WO



The American Heritage Dictionary

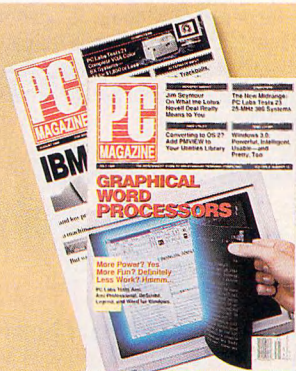
The Second College Edition is *THE* single source for people who need to be right. More than 200,000 precise definitions; heavily illustrated. #9442 List price: \$17.95 cloth/WordsWorth's price: \$15.26

For more information GO WO



1991 - '92 ALL-COLOR CALENDAR

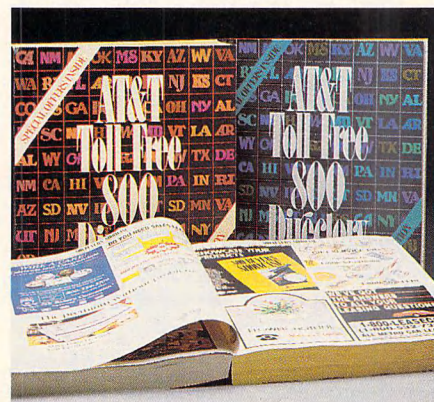
• 24 months of beautiful • 8½" x 11" super-glossy photos • includes free pull-out poster • limited time offer • only \$6.95! • VISA and MasterCard accepted • use online ordering or call toll free 1-800-334-5474 • Secret Passions, P.O. Box 8870, Dept. YC2, Chapel Hill, NC 27515



PC MAGAZINE

PC Magazine is the perfect gift for that friend or colleague who gets as much pleasure and power from computing as you do. \$29.97 for one year (22 issues).

GO PM



AT&T 800 DIRECTORIES

Discover thousands of gift sources, connect-free. Browse the AT&T 800 Directory. Toll-free numbers for gifts, gourmet foods, travel packages, sporting goods, catalogs, and more are at your fingertips.

GO ATT

Shop Connect-free
Thanksgiving Weekend

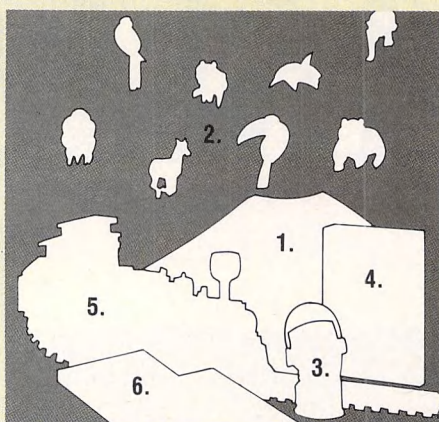
Shop Early and Earn a \$5
Usage Credit

Great Gifts Galore

GO MALL

SHOPPERS' GUIDE





The Electronic Mall® Celebrates the Season.
Deck the halls. Eat, drink and be merry. Wrap up your holiday shopping the easy way—electronically.

1. Christmas Tree Skirt.

Adapted from a 19th-century Vienna folk art illustration. 50-inch diameter. 100 percent heavyweight cotton.

From Museum of Fine Arts, Boston. GO FA
\$34.50. Members: **\$31.05.**

2. World Wildlife Fund Tree Ornaments.

A menagerie of animal ornaments, including giraffe, toucan, giant panda, snow leopard and others. Hand-painted and crafted from non-endangered woods. A portion of the proceeds benefits the World Wildlife Fund.

From Artwear/Outwest. GO AO
\$12 each. Three for **\$33.**

3. Dancing Coke Can.

The real thing rock 'n' rolls. When it senses sound, this Coke can turns into a dancing fool.

From Sharon Luggage and Gifts. GO SL
\$19.95.

4. Teenage Mutant Ninja Turtles from Ultra.

Fresh from the classic comics, come heroes in a half shell. For IBM and compatibles.

From Computer Express. GO CE
Sale price: **\$25.97.**

5. Classic Rail Train Set.

Complete with 14-foot extended oval track and two figures. Includes locomotive, tender, freight car and caboose. Requires six C batteries, sold separately.

From Sears. GO SEARS
\$24.88.

6. Master Nintendo Books.

Beyond the Nintendo Masters and Tricks of the Nintendo Masters.

From WaldenCOMPUTERbooks. GO WB
\$9.95 each.



Enjoy No-fee Line of Credit GO SEC

Holiday Cash from Security Pacific.

Strapped for cash for the holidays? See Security Pacific first. With "Private Reserve," an unsecured, no-fee line of credit of up to \$20,000, your holidays can be happy ones. Splurge on a gift for your spouse or kids. Fly the family home for the holidays. Host a seasonal bash, sure to be remembered. Security Pacific makes it possible. Apply online. GO SEC.

New Models and New Showrooms at Ford.

Flash! Ford Motor Co. has redesigned its Electronic Showroom to provide more choices for learning about Ford products on CompuServe. GO FMC for general information, Motorsport and promotions. GO FORD for Ford cars and trucks. GO MERCURY for Mercury cars. And GO LINCOLN for Lincoln cars.

From Ford Motor Co. GO FORD

Shop Early and Receive a \$5 Usage Credit.

The first 1,000 shoppers to make a purchase of \$50 or more at The Electronic Mall, beginning 12:01 a.m. EST Nov. 1, will receive a \$5 usage credit. There is nothing to it. If you are among the first 1,000 shoppers to qualify, the credit will be issued automatically to your account.

Shop Connect-Free Thanksgiving Weekend.

Enjoy **free** connect time throughout The Electronic Mall on Thanksgiving weekend. To celebrate the traditional launch of the holiday shopping season, The Mall is hosting four days of **free** connect time. Standard fees will be waived at every Mall store from 12:01 a.m. EST on Thanksgiving Day, Nov. 22, through 11:59 p.m. EST on Sunday, Nov. 25. For a complete list of **free** holiday shopping, see Goings-on at a Glance on page 62. Or, GO MALL and select "Mall Headlines and Happenings."

Talk to Santa for Gift Suggestions.

Stumped about what to get Aunt Agatha? Out of ideas for your husband or wife? Looking for something truly unique for someone special? Talk to Santa. Leave a message for Santa at The Mall and receive a personal CompuServe Mail response within days. Consult Santa for gift suggestions. Or send him your wish list. But beware, Santa knows if you have been naughty or nice! To Talk to Santa, GO MALL and select "Holiday Bazaar '90."

Three for Two Sale at Contact Lens Supply.

Beginning Nov. 1 through the end of the year, purchase any three contact lens-care packages and pay for only two. The least expensive package is yours free! GO CL

The Sale Goes on at CompuServe Store.

More than 20 CompuServe items are featured online—many at special sale prices. Remember, connect time is always **free** at CompuServe Store. To save at the sale, GO ORDER.

GO 99 and Find It Fast!

Go online to order items pictured in *Go Mall* by typing 99 after any Mall Merchant's GO command. For example, select an item featured on the cover, type the merchant's GO command followed by 99 (i.e., GO JCP99) and zip to a list of featured products.

What the heck is "free connect"?

When you browse in participating merchants' online stores during sponsored **free connect** time, you pay **no** standard CompuServe connect-time rates while shopping in that store, although applicable communications surcharges remain in effect. An up-to-date list of **free** connect time always can be found online in "Mall Headlines and Happenings."

The price is right ... most of the time.

All prices mentioned in *Go Mall* are the most accurate prices available at press time. However, occasionally a printed price will be out of date.

Go Mall, published monthly in *CompuServe Magazine*, is a shoppers guide for The Electronic Mall, a service of CompuServe Incorporated. For more information call 614/457-8600.

Editors: Cindy Morgan, Denise Erwin Anderson and Pam Busch.
Art Director: Thom Misiak.
Design: Dorothy Hogan.

A.B. Camelot London Collection Lingerie Opens.

An alluring array of lingerie, dresses and funwear designed for the body-conscious female awaits you at Camelot London Collection Lingerie, a new Electronic Mall merchant. This year's collection—showcased online—features an international selection of more than 70 sexy, seductive styles. For holiday dressing, consider a racy, red off-the-shoulder dress (A) for \$59.95. Or select one of Camelot's "little black dresses"—always appropriate for a night on the town.

Gift-giving for the lady in your life has never been easier. Surprise her with a polka dot Charmeuse and lace bra, bikini and garter belt set (B) for \$34.95. The set includes a free pair of matching stockings. Camelot's soft knit teddy ensemble also is suggested for beneath the tree. This soft stretch-cotton teddy comes with matching thigh-high stockings, trimmed in lace, and includes a free pair of matching gloves (\$36.95). Whatever your fantasy of her, Camelot can help make it come true.

Peignoir sets, silk teddies and satin robes. Lace bras, garter belts and silk stockings. Jumpsuits, swimwear and figure-hugging dresses. Wrap up your holiday shopping for her at Camelot London Collection Lingerie. Visa and MasterCard accepted. Rush delivery is offered for an additional charge. Every order qualifies members to enter automatically in a sweepstakes for a London trip for two. GO CLC.

Camelot London Collection Lingerie is free of connect-time fees every weekend in November.



A



B

C. Starnet's Catch of the Day for Fresh Fish.

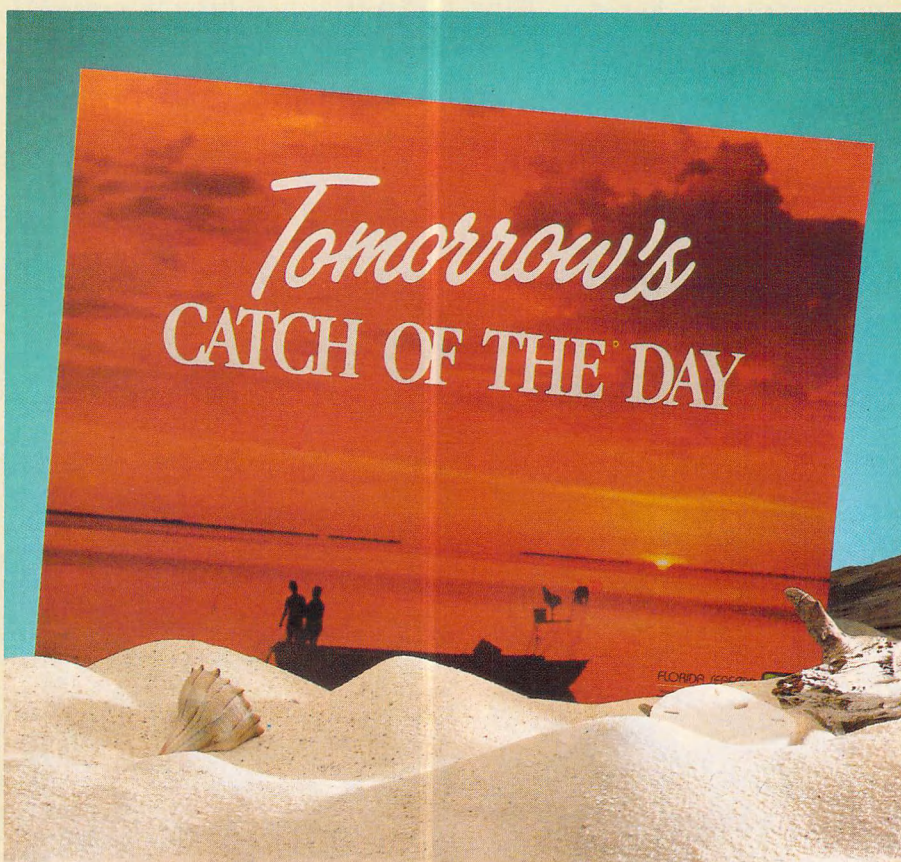
Lighten up with seafood. There is no better protein source for the '90s. Now, with the grand opening of Starnet's Catch of the Day, even the landlocked can feast on fresh fish and shellfish year-round.

Imagine tuna, mahimahi, snapper, grouper, pompano and swordfish, fresh from the Gulf and Caribbean waters delivered to your door. Fish from the boat are processed and shipped the same day by overnight express in containers filled with coolant packs and gel packs. Satisfaction is guaranteed.

For shellfish seekers, Starnet offers Gulf shrimp, Florida lobster and stone crabs, scallops, clams, oysters and giant freshwater prawn. For the health-conscious, calorie and fat counts and nutrient notes are included online for all fish offered. Enhance your selection with spices, herbs and cooking oils from Starnet's Specialty Shop. Stop by the Gift Shop for cookbooks and accessories. Check out Starnet's monthly online recipes, too.

Why not feast on fresh fish tomorrow night? All orders will include a free copy of *Fish & Seafood Made Easy*. This full-color, 28-page booklet includes tips on buying, cooking and storing seafood. Recipes, too. For today's catch of the day, GO NET.

Starnet's Catch of the Day's grand-opening, free-connect weekend is Nov. 10 and 11.



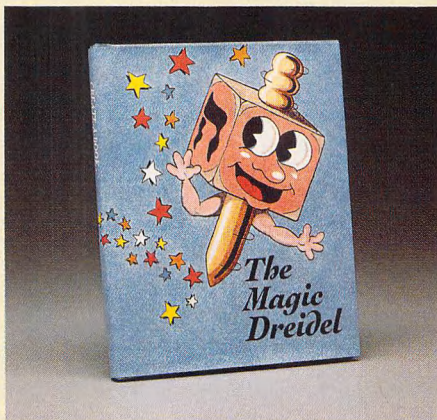
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HAPPY THANKSGIVING

A. Thanksgiving Turkey.

Smoked whole boneless turkey. A succulent 6 to 8 pounds. Serves 12 to 15 people. Includes Simon David's exclusive cranberry-orange relish in an 8-ounce jar and an 8-ounce sack of Oh Canada wild rice (\$59.95). Also, Simon David young, tender USDA Grade "A" Hen Turkey. Each bird is slowly smoked and fully cooked over a hardwood fire to guarantee a plump, juicy feast. 10-pound average (\$19.99).

From Simon David. GO SIM

B. Thanksgiving Centerpieces.

Select the Autumn Harvest Bouquet (\$30), Traditional Thanksgiving Centerpiece (\$24.95), or, pictured here, Pennsylvania Dutch Pot Bouquet (\$33). Featuring a tarnish-proof, antique copper Dutch pot and an oven-to-table ceramic serving dish filled with carnations and yellow and bronze chrysanthemums.

From Walter Knoll Florist. GO WK

HAPPY HANUKKAH

C. The Magic Dreidel.

Personalized for your child, this delightful book celebrates the joy of Hanukkah. While awaiting the start of the holiday, Mac, a magic talking dreidel, explains the history of Hanukkah. Your child's name, age, hometown and family appears throughout the text.

From Create-a-Book. GO CK
\$14.95.

MERRY CHRISTMAS

D. Holiday Tree Trio.

Three live miniature Christmas trees, each 10 years old and about 10 inches tall. Perfect for post-holiday planting. \$49.95 for the trio. Also available, classic Japanese Bonsai plants.

From Williams & Eeden Garden Center.
GO WE

E. Cherub Ornaments.

Scaled-down versions of 18th-century Italian gilt lead cherubs. Cast in bonded stone and hand painted. About 4-inch height. \$24 each, members price: \$21.60. Complete trio: \$62, members price: \$55.80.

From Museum of Fine Arts, Boston. GO FA

F. Poinsettia.

The traditional holiday plant. Each plant is trimmed with winter greens, a holiday bow and pot cover. A variety of sizes available. Priced from \$14.95 to \$74.95.

From Walter Knoll Florist. GO WK

G. Artificial Greenbriar Fir.

A life-like artificial Greenbriar Fir. 6½-feet height. Constructed of flame-retardant needles. Easy to assemble. Includes stand.

From JCPenney. GO JCP
\$190.

A. Cinnamon Apple Danish Pastry Wreath.

A delightfully flaky, wreath-shaped Danish pastry made with sweet apples, spicy cinnamon and cream cheese pastry dough. A treat for a holiday brunch or open house.

From Pepperidge Farm. GO PF
\$19.50.

B. Chocolate Christmas Pops.

One dozen novelty chocolate lollipops, all hand-painted solid chocolate. Santa, snowmen, reindeer, wreaths, bells and other festive holiday symbols.

From Some Things Special Unique Boutique. GO SP
\$21.95.

C. The Wild Christmas Reindeer.

Bound to be a new classic. Written and illustrated by the award-winning Jan Brett.

From Wordsworth Books. GO WO
\$14.95.

D. Time-Life Celebrates Christmas.

Select from three special holiday collections—all digitally remastered for the clearest sound around:

The Time-Life Treasury of Christmas, volume I, featuring 50 favorite holiday songs sung by Bing Crosby, Gene Autry, Perry Como and more.

Country Christmas, boasting 50 best-loved holiday songs and carols, from Loretta Lynn, Elvis Presley, Dwight Yoakam and more.

The Mormon Tabernacle Choir Christmas Collection, offering more than 50 traditional holiday favorites, such as "Joy to the World," "What Child Is This?," "Hallelujah Chorus" and "The First Noel."

From Time-Life Books, Music and Videos. GO TL

Each two-CD set: \$26.99. Two double-length cassettes or three-LP sets: \$19.99.

... AND A HAPPY NEW YEAR!**E. Oz Day-at-a-Time Calendars.**

Save \$1 on featured selections, including The Far Side 1991 Off-the-Wall Calendar and The Sports Hall of Shame 1991 Calendar. \$7.95 each. Also, The Teddy Bear Calendar 1991 (\$5.95), 365 Jokes, Puns and Riddles 1991 Calendar (\$6.95) and 365 Days and Nights of Sex 1991 Calendar (\$6.95).

From Court Pharmacy. GO RX

1991 Brooks Brothers Desk Diary.

Opens flat to an entire week of facing pages. Blue Moroccan grain-simulated leather cover with spiral-bound pages of cream-color vellum (\$28). Also, the Pocket Diary (\$18) is bound in navy leather with a 15-page memo pad plus four refills.

From Brooks Brothers. GO BR

GO 99 and Find It Fast

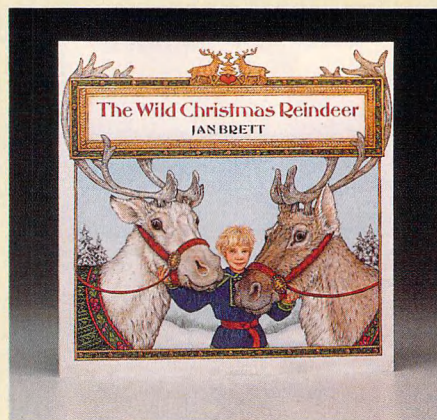
Type 99 after any Mall merchant's GO command (i.e., GO CE99), and zip to a list of the merchant's featured products.



A



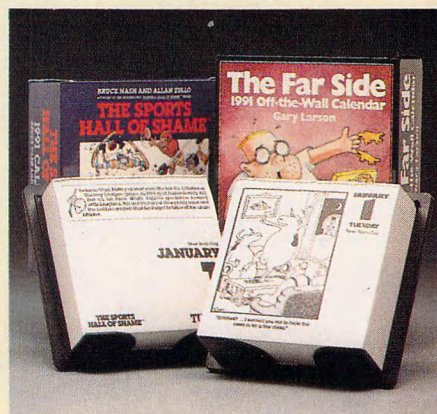
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HOLIDAY GIFT-GIVING

How to Use The Mall's Gift Guide.

Imagine hundreds of gift suggestions gathered in one place. Take a trip to The Electronic Mall's Holiday Bazaar '90 and that is what you will discover. Organized by category for easy browsing, this easy-to-use electronic gift guide also is searchable by price. To shop the guide, GO MALL and select "Holiday Bazaar '90." We think you will find something for everyone. Here is a sample of featured gifts:

PEARLS AND OTHER PLEASURES

For the lady in your life.

Gaggia Fantastico II Espresso/Cappuccino Machine.

Free gift with purchase! Create rich espresso and delicious cappuccino at the touch of a button. The exclusive Turbo Frother steam jet produces thick, frothy milk for cappuccino every time. As a bonus, Coffee Anyone ??? includes 1/2 pound of Italian Roast espresso with purchase.

From Coffee Anyone ??? GO COF
\$99.99.

A. The Herb Book and Herb Garden.

A delightful duo. *The Herb Book*, a handsome lavishly illustrated hardcover edition packed with history, lore and recipes. Plus, a windowsill herb garden. Includes soil, instructions and three kinds of seeds.

From Williams & Eeden Garden Center.
GO WE
\$37.95.

B. Lady Remington Ultimate® Rechargeable Shaver.

Enjoy smooth, close, comfortable shaves and cordless operating convenience. Slim, attractive design with combination screen/slot cutters with grooved hair lifter. Includes storage/travel pouch and countertop charger.

From JCPenney. GO JCP
\$59.99.

C. Soapstone Griddles.

The no-stick, grease-free way to cook flapjacks, eggs and other fat-free fare. These genuine Vermont-soapstone griddles are authentic reproductions, rimmed in copper with two-stout handles. 10-inch round griddle (\$59.50 east of the Mississippi, \$64.50 west). 8-inch by 16-inch oval griddle (\$78.50 east, and \$84.50 west).

From Rent Mother Nature. GO RM

Mammoth Ivory Bead Necklace.

Fossil mammoth ivory 5mm bead necklace. 22 inches long. Made in Alaska.

From Alaska General Store. GO AK
\$125.

D. Hamilton Beach Drinkmaster.

Bright chrome milkshake machine makes drinks, salad dressings, omelets, pancake batter and much more. Features two-speed motor.

From The Chef's Catalog. GO CC
\$39.99.

NOT JUST TIES AND COLOGNE

For the man in your life.

E. St. Andrew's Sweater.

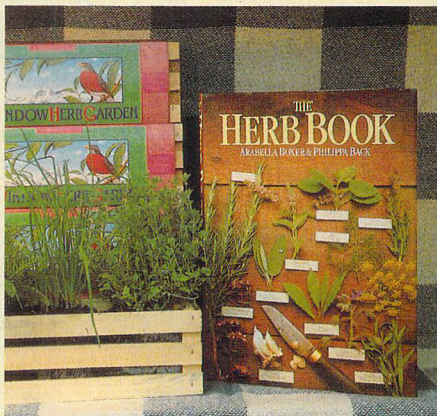
Made in Scotland of 100 percent Scottish wool. Features St. Andrew's old course crest. Available in navy, light blue, yellow, red, dark green, maroon, cream, tan and black.

From Austad's Golf Shop. GO AU
\$57.

F. Tree Dimensions Solid Oak CD Rack.

For the true CD connoisseur. A handsome solid oak rack that holds 500 CDs, pictured here (\$179). Also available, solid oak rack for 250 CDs (\$89.95).

From Radio Doctors. GO RD



A

G. 100 Percent Cambridge Oxford Cotton Shirt.

Classic button-down collar. Constructed to last with a generous cut, seven-button front, left breast pocket, split yoke "Ivy League" back box pleat and long shirt tails. Cuff monograms available for an additional \$5.

From Paul Fredrick Shirts. GO PFS
\$28.50.

Cashmere Long-Sleeved Pullover.

Luxurious, soft, cashmere V-neck sweater, knitted in England. Select jade, cranberry, navy, mushroom, blue, gray flannel or black.

From Brooks Brothers. GO BR
\$295.

H. Aye Carumba! It's Bart Simpson.

Pull Bart's string and he will surprise you with one of his six favorite phrases from the popular television show. 19-inches tall.

From JCPenney. GO JCP
\$19.99.

BABES IN TOYLAND

For tots, toddlers and tykes.

I. Tell Me Why: A Video Encyclopedia.

An 18-volume video encyclopedia for children, based on the critically acclaimed book series. Topics include space, earth and atmosphere; Americana, sports and games; and more. Ideal for 8- to 12-year-olds.

From Yes! Books and Videos. GO YB
\$269.

J. Tower of Illusion.

Race to the top of the towers in this unique game of illusions. Constructed of 3-D sturdy cardboard with towers that pop up. A museum exclusive. Ages 8 to adult.

From Museum of Fine Arts, Boston. GO FA
\$29.50. Members: \$26.95.

K. Christmas Grizzly.

A grizzly bear that is sweet and friendly, festively dressed for the season. With big back feet and arms to hug you. 14-inch height.

From Squishy Wishy Zoo. GO SW
\$24.95.

TEEN-AGE TICKETS TO RIDE

For the 12 to 21 set.

Rawlings Pro Full-Grain Leather Football.

Official-size collegiate football made of full-grain leather with eight-lace construction and two-ply lining. Double rawhide laces.

From The Sport Source. GO SS
\$39.99.

Middle Earth Role-Playing Game.

Based on *The Hobbit* and *The Lord of the Rings*, this game creates adventures in the greatest fantasy setting of all time, J.R.R. Tolkien's *Middle Earth*. Explore the dark woods and murky marshes of another age. From TSR Games Shoppe. GO TSR
\$15.

L. Pink Floyd The Wall.

Double CD set. A classic. Also available in cassette.

From Radio Doctors. GO RD
\$25.99.

M. Artwear T-Shirts.

Award-winning, original designs created by gifted artists and translated onto fabric. Pictured here, *Planet Rise* by Stephan Morath. 100 percent cotton, of course.

From Artwear/Outwest. GO AO
\$24 each. Two for \$45.

GHS A85 Practice Amplifier.

For electric guitar, bass and keyboard. Fits in your pocket or clips to belt or guitar strap. Features adjustable gain and volume controls to mix clean or distorted tone.

From Discount Music Supply. GO DMS
\$41.75.



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OUT-OF-THE-ORDINARY OFFERINGS

For the impossible to please.

A. Masterpieces of Japanese Screen Painting.

The gift book of the season. 232 pages with 13 gatefolds. Handsomely illustrated with 120 pages in color, 60 plus gold. Oversized 12.5-inch by 14-inch. Published by George Braziller Inc.

From Wordsworth Books. GO WO
\$150.

B. Relaxation Dream Machine.

The only device of its kind available for personal use, this computer-directed audio/visual component system guides your mind into a state of deep relaxation to reduce stress, enhance creativity, accelerate learning and improve levels of concentration. Adapter included.

From Hammacher Schlemmer. GO HS
\$350.

C. Mother Nature's Grand-Slam Gift Lease.

The lease for all seasons. Includes three personalized leases, periodic progress reports and generous taste treats from Mother Nature. Guarantees at least 50 ounces of maple syrup (spring delivery), 20 ounces each of raspberry, blueberry, thyme and cranberry honey (June through September delivery) and 6.5 pounds of live lobsters (one shipment when specified)—even more if Mother Nature is bountiful!

From Rent Mother Nature. GO RM
\$219.50.

D. Strip Poker 2 by Artworks.

With digitized graphics and voice. Two beautiful opponents, Suzi and Melissa, are willing and able to bet it all for the chance to beat the pants off you. For Amiga, IBM, Atari ST and Apple IIGs (\$25). Non-digitized version for Apple II (\$19), Commodore 64/128 (\$21) and Macintosh (\$24).

From Software Discounters of America.
GO SDA

E. Tower of Delights.

First a gift box of juicy sweet Florida navel oranges, bursting with flavor. Next a carton of sweet Florida ruby red grapefruit. Mouth-watering Macadamia nut milk chocolate clusters follow, then a decorator tin of almonds, cashews, Brazil nuts, pecans and peanuts.

From Florida Fruit Shippers. GO FFS
\$37.95 includes shipping.

F. Catbird Tea Kettle.

Cat lovers rejoice. Professional-quality porcelain on steel, whistling kettle.

From The Chef's Catalog. GO CC
\$29.99.

HIGH-TECH TOYS

Audio, video and electronics.

G. 110-Watt Sony Stereo System with Five-CD Carousel Changer.

The perfect disk jockey for parties. CD changer includes 4x oversampling, 16-bit DA converters, 32-track programming and random play. Other system features include remote control, dual cassette deck with high-speed dubbing and Dolby B NR, AM/FM quartz-synthesized digital tuner, dual five-band equalizer and more. Warranted.

From Sears. GO SEARS
\$799.99.



A

H. House Sitter Security Monitor/Dialer.

Monitor your home from a vacation spot, monitor a vacation home from your primary residence or simply call from the office to be sure everything is in order. The house sitter reports on AC electric power, room temperature, loud noises, such as burglar and fire alarms, and more. Set the unit to call out and announce any alert condition that is outside your preset limits. Installation is easy, and the unit is answering machine compatible. From Heathkit. GO HTH

\$149.95.

I. Camcorder.

Save \$100. This full-size camcorder features auto iris control and white balance for clear shots, CDC image sensor, fast f1.4 lens with 6x power zoom, high-speed 1/900 and 1800 speed shutter, auto date stamp and more. Includes adapter, rechargeable battery and hard-shell case.

From Sears. GO SEARS
List price: \$794.77. Sale price: \$694.77.

IBM MART

For IBMs and compatibles.

Cosmos, the Computer GO Partner.

Play white or black, with or without handi-caps. Select from 100 levels of play. Record your game and play it back, change your moves and explore other variations. For IBMs and compatibles (\$39.95). Also available, GO, the board set. Includes free guide book (\$35). From Yes! Books and Videos. GO YB

MAC MARKETPLACE

For Macintosh owners only.

J. Ultimate SE Carrying Case in Neon.

Take your Mac on the road in a case that is as functional as it is fun. Features a vertical pocket to hold your keyboard, a protective flap that is placed over your Macintosh and a separate compartment to accommodate diskettes or a small disk drive. Receive a free matching diskette wallet while supplies last.

From CDA Computer Sales. GO CDA
\$77.

K. The Wizard and the Wizard Organizer Link for the Mac.

Features include appointment diary, calendar, phone directory, calculator, world clock and a roomy LCD screen (\$229). Plus, now you can transfer data in and out of your Macintosh to the Wizard with the Wizard Organizer Link (\$109).

From MicroWarehouse. GO MCW

PC GADGETS AND GOODIES

For PC people everywhere.

L. How to Be a Successful Computer Consultant, Second Edition.

The only book written specifically for the computer consultant and software designer. The all-new second edition includes information on microcomputers, software engineering, artificial intelligence and expert systems. Now available in paperback.

From McGraw-Hill Book Co. GO MH
\$19.95.

M. Sound Blaster by Creative Labs.

Turn your favorite games into a stereo experience. Features include 12-voice stereo C/MS music, 11-voice FM music, one-digitized voice channel, digital sampling, built-in game I/O port, built-in power amplifier and more. For IBMs and compatibles.

From Software Discounters of America. GO SDA
Sale price: \$179.



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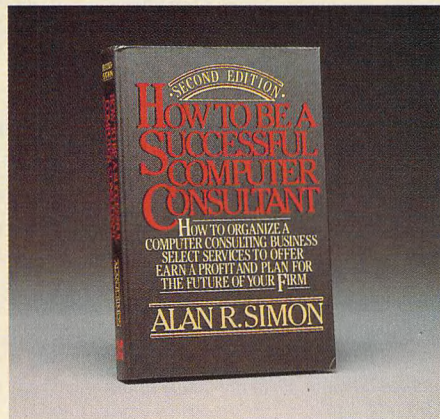
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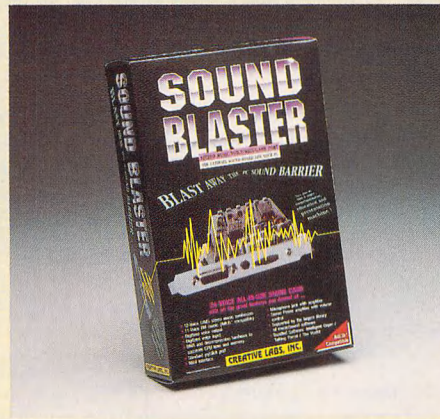
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M

SCROOGE'S SOURCE

Everything under \$10.

Leisure Suit Larry II Hints by Sierra.

Why are women so hot to get their hands on Larry and why is he resisting? Get hints from the people who designed *Leisure Suit Larry II*.

From WaldenCOMPUTERbooks. GO WB
\$7.95.

NBA Caps.

Twill fabric, adjustable size. Available for most NBA teams.

From The Sports Source. GO SS
\$9.99.

RUDOLPH'S RANSOM

A grand or better.

A. CD-Playing Replica Jukebox.

Made by Seeburg and offered exclusively by Hammacher Schlemmer, this reproduction of Wurlitzer's best-selling 1946 model uses a modernized audio system to play up to 60 compact disks. Double-enclosed CD audio system includes a three-beam Sony CD reader that can be programmed to play individual songs or entire disks. 60-inch height, 36-inch width and 24-inch depth. Weighs 350 pounds.

From Hammacher Schlemmer. GO HS
\$11,500.

B. The Affordable Apple IIgs System.

Complete system (package 9086) includes Apple IIgs CPU with 1MB of memory, Magnavox RGB monitor, Applied Engineering 3.5-inch diskette drive, Olympia NP-30 printer with cable, 3.5-inch diskettes, dust cover, computer paper and mouse pad.

From CDA Computer Sales. GO CDA
Low discount price: \$1,699.

VZ1 New Pro Casio Keyboard.

Also available, 38 other Casio keyboard models. Plus keyboards from Oberheim, Ensoniq, Korg, Kawai and other major manufacturers.

From Music Alley Online. GO MAO
List price: \$1,500. MAO discount price:
\$1,150.

VISIONS OF SUGAR PLUMS

Gourmet gifts.

C. Four Times Delicious.

An all-new, 1/2-bushel four-in-one pack, featuring Florida's finest. Delicious navel oranges, juicy sweet tangelos, sweet ruby red grapefruit and tasty seedless white grapefruit, all presented in an oversized 1/2-bushel package. \$27.95, includes shipping. Also available in a full-bushel pack, \$40.95.

From Florida Fruit Shippers. GO FFS

D. Homemade Cookies.

Packed for the holidays in festive red and white tins with tartan ribbons. Select one

flavor or a mix of flavors, including chocolate chunk, oatmeal raisin, chocolate chip walnut, coconut pecan and chocolate peanut butter chip. Regular tin of 30 cookies, \$17. Large tin of 50 cookies, \$22.

From Gimmee Jimmy's Cookies. GO GIM

E. Viva Marbella Tea Mug Warmer Set.

Each set includes a white marbled ceramic mug, a matching electric mug warmer unit, a personal size honey jar, a honey dripper and a five-pack of Twinings teas. Colorfully gift boxed for your convenience.

From Coffee Anyone ??? GO COF
\$24.



A

Alaskan Smoked Salmon.

1-pound gourmet fillet of smoked salmon with no fins or bones. Needs no refrigeration. Packed in Juneau in a beautiful gift box.

From Alaska General Store. GO AK
\$33.

F. The Soupcase.

A decorative corrugated cardboard "Soupcase" packed with 12 cans of soup, including Vichyssoise, French Onion, Black Bean With Sherry, New England and Manhattan Clam Chowders, Gazpacho, Chicken Curry, Lobster Bisque and more.

From Pepperidge Farm. GO PF
\$21.95.

G. Papa Gaetano's Pasta Extravaganza.

48 ounces of amino-acid-balanced pastas, including spaghetti, noodles, perles and vegetable-blend curls. Comes in a woven basket with two red-and-white checked cotton dinner napkins, 5 ounces of Pensabene's Italian eggplant and authentic Italian recipes. A true taste of the old country (\$39.95).

From The Healthy Living Store. GO HL

H. Texas Steak-Out.

A superb steak selection presenting the finest beef in Texas. Includes two 14-ounce rib eyes, two 12-ounce sirloin strips and two 8-ounce

fillets, and a bag of mesquite chips and a 16-ounce jar of Simon David's barbecue sauce.

From Simon David. GO SIM
\$54.99.

The Wines of America by Leon D. Adams.

A complete guide for connoisseurs, hobbyists and amateurs. The story of North American wines and wine makers from the 16th century to the present.

From McGraw-Hill Book Co. GO MH
\$14.95.

I. Truffles.

A 14-ounce box of exquisitely decorated chocolates filled with 15 different mouth-watering flavors, including Grand Marnier, Creme de Coconut and Black Forest. Cost includes ground shipping charges, handling, gift wrapping and a card.

From Helen Hutchley's La Dolceria. GO HH
\$17.95.

FOR ALL THAT YOU DO

For bosses and business associates.

Holiday Gift Cube.

Festive cube box features orange, all-butter cookies, 25 afternoon tea sachets, blueberry conserve and strawberry bonbons.

From Crabtree & Evelyn. GO CR
\$20.

J. Filofax and Electrode Basic.

The original Filofax® six-ring organizer in glove-soft nappa leather. Full leather lining, leather page protectors, pen loop and more. Available in black only (\$125). Also, Electrode Basic from Rolodex. Electronic memory holds 1,000 names, phone and fax numbers (\$99.95). Batteries included.

From Sharon Luggage and Gifts. GO SL

K. Christmas Ballotin.

The traditional Godiva Gold Ballotin is radiant with a new Christmas look—opulent ribbons, a red holiday flower and gold leaves. Inside, a glorious feast of assorted dark and milk chocolates. 1-pound ballotin, \$28. 1/2-pound ballotin, \$16.

From Godiva Chocolatier. GO GC

L. Merry Christmas Cookie Tin.

An adorable teddy bear under the tree decorates this tin. Inside are six favorite varieties of Pepperidge Farm® cookies weighing about 3/4 pound.

From Pepperidge Farm. GO PF
\$17.50.

Mont Blanc Pens and Pencils.

A showpiece of craftsmanship to reward success. Available in dramatic black or elegant burgundy. Select Diplomat fountain pen (\$295), medium profile fountain pen (\$235), slim-profile fountain pen (\$180), ballpoint pen (\$99) or fine-line pencil (\$99).

From The Stationery Center. GO SC



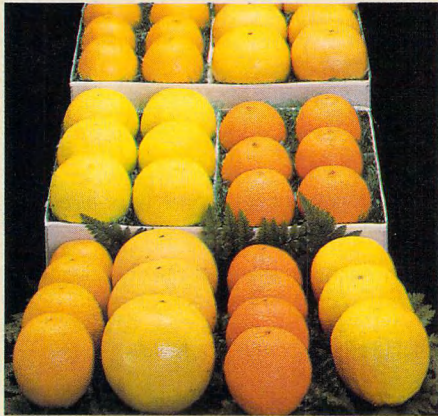
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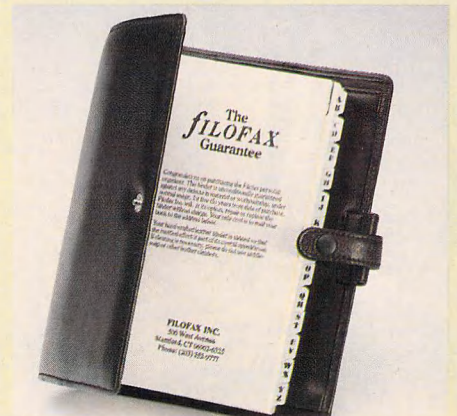
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A



B

DOLLARS OFF

Super savings and sales.

A. Precor 718e Climber Plus Free Gift.

The hottest climber on the market on sale. Constructed of rugged welded steel. Bonus! Receive a free GE Personal Stereo with purchase.

From Push Pedal Pull Fitness. GO PPP
Sale price: **\$399** includes free shipping.

B. Free Golf Bag with Purchase of Clubs.

Purchase any set of eight irons and three woods and receive a free golf bag now through Dec. 31. The Ambassador Set (\$299) and the Lady Senator (\$322) are featured online. Offer applies to all club sets in Austad's holiday catalog, too. Request free catalog online.

From Austad's Golf Shop. GO AU

C. Pioneer Laser Disc Player.

Remarkably versatile laser disc player (Model #CLD1070) plays 8- or 12-inch laser discs and 5-inch CDs and CDVs. 4x oversampling, remote control and auto-disc selection. Not a member? Join America's premier discount shopping service online today.

From Shoppers Advantage Club. GO SAC
Manufacturer's price: \$600. Member's discount price: **\$399.**

D. Pioneer Stereo Cassette Deck.

Six-cassette changer. Model CTM5R features relay play, relay record, rewind, scan, random play, Dolby B/C NR with MPX filter, music/skip search and more. Not a member? Join America's premier discount shopping service online today.

From Shoppers Advantage Club. GO SAC
List price: \$400. Member's discount price: **\$268.77.**

E. Maxx Aircraft Control Yoke by Alturus.

Pilot your flight-simulator programs with a true-to-life aircraft control yoke. Two thumb screws make it easy to clamp to your computer table. For the IBM, Tandy, Amiga and Atari ST.

From Software Discounters of America.

GO SDA
List price: \$99.95.
Sale price: **\$69.**

F. CompuServe Wall Chart.

Redesigned Wall Chart graphically depicts the CompuServe Information Service. Free with the purchase of *CompuServe Almanac* (\$9.95). Wall chart only (\$2.50). There is never a connect-time fee at CompuServe Store.

From CompuServe Store. GO ORDER

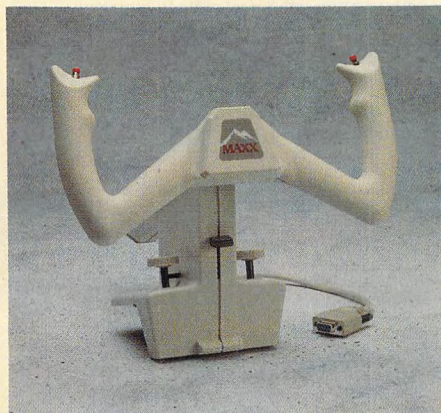
PC Computing Plus Free Gift.

Help and computing advice from the experts. Order online and receive free Flambeaux Software's "The Best of DOS Help!" From PC Computing. GO PCC

Newsstand price: \$35.40.
Sale price: **\$14.97.**



C, D



E



F



What-
ever
stripes
you're
into,
OAG
suits
you
best.



Whether you're traveling for business or pleasure—or combining the two—the OAG Electronic Edition Travel Service is *your* source.

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fare/seat availability, on-time performance ratings—even book

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GO OLI for more information.

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TRAVEL SERVICE

MONITOR

Taking the Bite out of 'Beowulf'

Just as parents tell of the good old days when they walked five miles to school in the blinding snow, today's college students may someday spin similar yarns.

"Why, I remember when I had to look up words in an Old English dictionary to study 'Beowulf' may be the new way to gauge one's age. But thanks to a new computer software package developed by Dr. Patrick Conner, professor of English at West Virginia State University in Morgantown, reading and understanding 'Beowulf' may become easier.

Conner, who has been teaching the epic for the last 15 years, wanted to make the language in the anonymous work more accessible to beginning students. "The language [Old

English] is more like German," says Conner. Some scholars believe the poem was written in northern England between A.D. 750-1000. "My computer program, designed for the Mac-

intosh, makes grammar simple so the students don't need to look it up."

Connor spent two years developing "Beowulf Workstation" before using it in the class-

room. He used HyperCard to create programming commands and easy-to-locate language "cards."

Professors from Loyola (Chicago), Fordham and Oxford Universities are testing "Beowulf Workstation" this year.

If "Beowulf Workstation" is successful, Conner plans to write "Beowulf Hypertomes," a searchable program storing critiques and articles. Students would use this program to search for themes in criticism or leave comments and research notes for other students. "[With 'Beowulf Hypertomes'] you could go through 20 essays to find information on one idea quickly. I think students would find it a practical way to use criticism," says Conner.

For more information, contact Dr. Conner at the West Virginia State University College of English, 447 Stansbury Hall, Morgantown, WV 26505. HyperCard information can be found in the Macintosh Hypertext Forum (GO MACHYP).



MICHAEL McLAUGHLIN

Let's Go Live to the Bass Cam

The Bass Angler's Sportsman Association (BASS) is counting on avid fishermen and women to turn from their televisions to their computers for news of the season's biggest bass fishing event.

To cap the 1990-91 bass fishing circuit, BASS sponsors a \$2.7 million, 12-event schedule in which the richest purse is the Nov. 5-10, \$620,000 BASS MegaBucks Tournament on Alabama's Lake Guntersville. For all events, CompuServe's Great Outdoors Forum (GO OUTDOORS) has a lakeside seat.

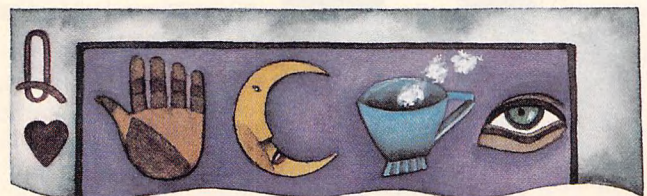
As with all its spon-



PAUL FISCH

sored tournaments this season, Ann Lewis of the BASS media publicity department will use the Great Outdoors Forum to give the public the latest tournament news. Each night of the six-day event, she'll be posting results in Message Section 5, "Fishing."

Look for file name BASS.SCH in Library 5, "Fishing," to download the entire 12-event BASS Tournament Trail calendar. Address any questions regarding the events to the organization's User ID: 76605, 3617.



JEANNE BERG

Your Online Crystal Ball

In days of yore, the future was foretold by reading tea leaves, casting yarrow stalks or interpreting messages from the Oracle at Delphi.

Now the program CRYSTALBALL in the IBM New Users Forum (GO IBMNEW) predicts the future by randomly grabbing words from lists that users may edit. CRYSTAL often prefaces a divination with a dignified "Eenie meenie, chili beany, the spirits are about to speak!" Then it attempts to make order out of chaos by emitting predictions such as this:

The development of the cure for baldness will be announced in June 2027 by the FBI. George Bush will ruin everything with psychic telephones.

CRYSTAL can answer personal questions on a specific subject or can release a long stream of predictions. Thomas A. Easton's shareware program is distributed by R.K. West Consulting. It comes with an article Easton published in *The Skeptical Inquirer* called "Psychics, Computers and Psychic Computers." The program is listed as CRYSTA.ZIP (141,568 bytes) in IBMNEW, Library 8, "Word & Card Games."

STOCKING STUFFERS

Holiday specials.

A. Holiday Light Up Collar.

Don't let your pet feel left out of the festivities. This flashing Light Up collar will give your pet a festive glow. Also available for the season, pet stockings and animal gift packs.

From Tall Tails. GO TT
\$14.99.



A

B. Personalized Tees.

A box of 500 personalized golf tees in assorted colors. Imprint your name, message, motto or favorite saying—up to 21 characters.

From Austad's Golf Shop. GO AU
\$18.



B

C. Dinosaur, Teddy Bear and Bat Molds.

Unique molds that cut, crimp and seal in one step. Perfect for pancakes, omelets, cookies and pastries.

From The Chef's Catalog. GO CC
\$6.95 each.



C

D. Toy Soldier Ballotin.

Godiva's famed Gold Ballotin of sumptuous chocolates is on parade with a toy soldier tree ornament. 1-pound, \$28. 1/2-pound, \$16.

From Godiva Chocolatier. GO GC

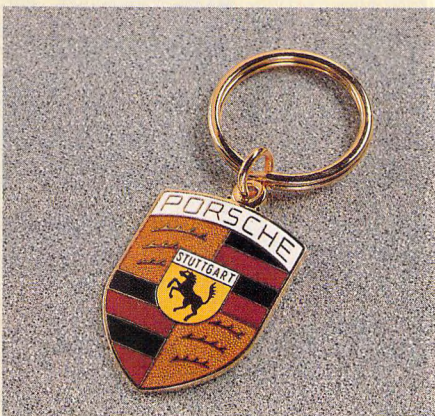


D

E. Porsche Key Chain.

Plated gold with Porsche shield. Key chains, mugs and other accessories also available for Mercedes-Benz and Audi owners.

From Price Motorcars. GO PRC
\$9.95

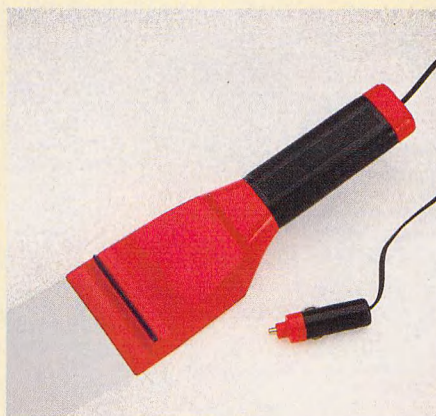


E

F. Electric Windshield Scraper.

Handy winter warrior plugs into a cigarette lighter receptacle and heats up in two minutes. Melts ice and snow while it scrapes your window clean. Features a non-slip grip handle, a squeegee and a 14-foot cord.

From Court Pharmacy. GO RX
\$12.



F

G. Direct Micro's \$10-and-Under Stocking Stuffer Sale.

Dozens of computer accessories perfect for stuffing stockings, all priced under \$10. Mouse mats, mouse cleaning kits, mouse holders, disk drive cleaning kits for 3.5-inch and 5.25-inch drives, cables, disks, dust covers and more are among featured products.

From Direct Micro. GO DM

CompuServe Wrist Watch.

Classic wrist watch sports the CompuServe logo.

From CompuServe Store. GO ORDER
List price: \$29.95. Sale price: \$17.50.

GO 99 and Find It Fast

Type 99 after any Mall merchant's GO command (i.e., GO CE99), and zip to a list of the merchant's featured products.



G

The Electronic Mall Directory is designed to assist you with information about each of our merchants. All entries contain three lines as follows:

Merchant Name [GO Command]

Description of products/services
Billing options Countries served

An example entry would look like this:

ABC NOVELTY STORE [ABC]

Books, knick-knacks, collectibles
VI/MC/AM/CSH US/CD/JP/OT

You may visit the ABC NOVELTY STORE by using the quick reference word (GO ABC) at any CompuServe Information Service ! prompt.

Billing options codes indicate the methods of payment the merchant accepts as follows:

VI – VISA	SC – Merchant's own store card
MC – MasterCard	COD – COD
AM – American Express	CSH – Cash, check, money order
DI – Diners Club	DB – Direct bill
DIS – Discover Card	NA – No billing applies
	(Advertiser only)

Country codes indicate the countries the merchant is able to ship to as follows:

US – United States	JP – Japan
CD – Canada	OT – Other foreign countries

Catalog options for merchants offering catalogs are indicated by the following codes.

- Offers free print catalog.
- * Denotes electronic order form for use with print catalog.
- Credits cost of print catalog toward purchase.
- † Denotes new merchant.

A

AIR FRANCE [AF] ■

Information on tours, sights and scenes.
VI/MC US/CD

ALAMO RENT A CAR [AL]

Information on rates, benefits, locations.
NA US/OT

ALASKA GENERAL STORE [AK] ■ *

Alaskan jewelry, ivory, gold, gifts.
VI/MC/AM/DIS US/CD/JP/OT

AMERICANA CLOTHING [AC] †

Levi jeans and casual wear, Dockers slacks.
VI/MC/AM/COD/CSH US/CD/JP/OT

ARTWEAR/OUTWEST [AO] ■ *

Hand-designed shirts and jewelry.
VI/MC/AM US/CD/JP/OT

AT&T HOME-OFFICE RESOURCES ONLINE [ATT]

Technology that brings success home.
NA US/CD/JP/OT

AT&T TOLL-FREE 800 DIRECTORY [ATT]

Thousands of toll-free numbers always **free** of connect-time fees.
VI/MC US

AUSTAD'S GOLF SHOP [AU] ■ *

Golfing accessories, apparel, gifts.
VI/MC/AM/DIS US

AUTOMOBILE INFORMATION CENTER [AI]

Wholesale/retail prices from 1978.
VI/MC US/CD

AUTOQUOTE-R [AQ]

Vehicle price quotation service.
VI/MC/AM US

B

BRADY BOOKS [BB]

PC books, utilities, software.
VI/MC US/CD

BRETON HARBOR BASKETS [BH] †

Gift baskets, gourmet foods, bath and skin-care products.
New! GO BH for details
VI/MC US

BROOKS BROTHERS [BR] ■ *

Fine men's and ladies' apparel and accessories
VI/MC/AM/DI/SC US/CD/JP/OT

BUICK MAGAZINE [BU] ■

Free car information, customer service. Always connect-free.

C

CAMELOT LONDON COLLECTION LINGERIE [CLC]

Alluring Lingerie, Swimwear and Dresses
New! GO CLC for Details.

CD CLUB [CD] *

Compact disk ordering club.
DB US

CDA COMPUTER SALES [CDA] ■ *

Hardware, printers and accessories.
VI/MC/AM/DIS/CSH US/CD/JP/OT

CHECKFREE CORP. [CF]

Electronic banking and bill payment service.
VI/MC/AM US

CHEF'S CATALOG, THE [CC] ■ *

Gourmet cookware and kitchen accessories.
VI/MC/AM/DIS US

CIGNA INSURANCE [CI]

Free personalized auto insurance quotes.
NA US

CLASSICAL MUSIC CLUB [CM] *

Classical music ordering club.
DB US

COFFEE ANYONE ???™ [COF]

Original computer coffeehouse, gifts.
VI/MC US/CD/JP/OT

COMPUERVE STORE [ORDER]

Merchandise, literature and software.

COMPUTER EXPRESS [CE] *

PC software, hardware, accessories.
VI/MC US/CD/JP/OT

COMPUTER SHOPPER [CS]

Computer product bargains and information magazine.
VI/MC/DB US/CD

CONTACT LENS SUPPLY [CL]

Fast delivery of replacement lenses and more.
VI/MC/CSH US

COURT PHARMACY [RX]

Full-service pharmacy and gift shop.
VI/MC/AM/DI/DIS/COD US/CD/JP/OT

CRABTREE & EVELYN [CR] *

Beauty products, sweets, gift packs.
VI/MC/AM US/CD

CREATE-A-BOOK [CK]

Fun books that make your child a star.
VI/MC US

D

DIRECT MICRO [DM] *

Discount computer disks and supplies.
VI/MC/COD US/CD/JP/OT

DISCOUNT MUSIC SUPPLY [DMS] ■ *

Guitar effects and accessories.
VI/MC/COD US/CD/JP/OT

DOW JONES & CO. [DJ]

Business and financial periodicals.
VI/MC/AM US/CD

DREYFUS CORP. [DR]

Mutual funds and investment information.
VI US

E

EXECUTIVE STAMPER [EX] ■ *

Rubber stamps, engraved gifts.
VI/MC/AM/DI/DIS US/CD/JP/OT

F

FLORIDA FRUIT SHIPPERS [FFS] ■

Premium fruit and gift shippers.
VI/MC/AM US/CD/JP/OT

FLOWER STOP [FS] ■

Flower and gift delivery service.
VI/MC/AM/DI/DIS US

FOOD AMERICA [FO] †

Gourmet delicacies, desserts from around the USA.
New! GO FO for details

FORD MOTOR CO. [FORD] ■

Car and truck information, dealer locator.
VI/MC US/CD

FRANCE INFO USA [FI]

A kiosk of information about France.
VI/MC/AM/COD/DB US/CD/JP/OT

G

GIMMEE JIMMY'S COOKIES [GIM]

Gourmet cookies, custom orders.
VI/MC/AM/DIS US/CD/JP/OT

GODIVA CHOCOLATIER [GC] ■ *

Gourmet chocolate and gifts.
VI/MC/AM US

A GUIDE TO INCORPORATING [INC]

Nationwide incorporating service.
NA US

H

H&R BLOCK [HRB]

The income tax people.
NA US

HAMMACHER SCHLEMMER [HS] ■ *

Gifts, unique and unusual products.
VI/MC/AM/DI US/CD/JP/OT

THE HEALTHY LIVING STORE [HL] ■ *

Gifts, environmental & health products.
VI/MC/AM/CSH US/CD

HEATHKIT [HTH] ■ *

Build-it-yourself electronic kits, etc.
VI/MC/AM/SC US/CD

HELEN HUTCHLEYS LA DOLCERIA [HH] ■ *

Chocolate, nuts and candy.
VI/MC/AM US

HOBBY CENTER TOYS [HC]

Hobbies, trains, dolls and games.
VI/MC/AM/DI/DIS/CSH US/CD/JP

J

JCPENNEY [JCP] ■ *

Apparel, furnishings, electronics.
VI/MC/AM/DI/DIS/SC US

L

LASER'S EDGE, THE [LE]

Your one-stop laser video store.
VI/MC/AM/DIS US/CD/JP/OT

M

MACFRIENDS [MF] ■ *

Macintosh hardware and products.
VI/MC/AM/DIS/COD US/CD/JP/OT

MACUSER [MC]

Save 58 percent and receive free gift.
VI/MC/DB US/CD

MACWAREHOUSE [MW] ■ *

Macintosh hardware, software and equipment.
VI/MC/COD US/CD/JP/OT

MARYMAC INDUSTRIES [MM]

Official Radio Shack dealer.
VI/MC/AM/DIS/CSH US/CD/JP

MAX ULE DISCOUNT BROKERAGE [TKR]

Brokerage and financial information retrieval.
CSH US/JP/OT

MCGRAW-HILL BOOK CO. [MH] ■ *

Business, finance and computer books.
VI/MC US/CD/JP

MENTOR TECHNOLOGIES [MN]

Authorized CompuServe training.
VI/MC US

MICROWAREHOUSE [MCW] ■ *

Hardware, software and equipment for PCs.
VI/MC/COD US/CD/JP/OT

MILTROBE ELECTRONICS [MI] ■ *

Consumer electronics, tools, gifts.
VI/MC/CSH US/CD

MONEY'S FINANCIAL MARKET [MFM]

Personal finance tools from Money.
VI/MC/AM US

MUSEUM OF FINE ARTS, BOSTON [FA] ■ *

Gifts and classic reproductions.
VI/MC/AM US/CD/JP/OT

MUSIC ALLEY ONLINE [MAO]

Mixers, synthesizers, keyboards, etc.
VI/MC/COD US/CD

N

NEWSNET [NN]

Specialized business news database service.
NA US/CD

NISSAN MOTOR CORP. IN THE USA [NI] ■

Nissan cars, trucks, accessories.
VI/MC US

O

OFFICIAL AIRLINE GUIDES [OA] ■

Information on online services; air and hotel guides.
VI/MC US/CD

ONLINE STORE [OS]

Computer accessories, hardware.
VI/MC/AM/DI US

P

PAUL FREDRICK SHIRTS CO. [PFS]

Classic shirts from the tailor to you.
VI/MC/AM/DI US

PC/COMPUTING [PCC]

Save 58 percent and receive free gift.
VI/MC/DB US/CD

PC MAGAZINE [PM]

Save 54 percent and receive free gift.
VI/MC/DB US/CD

PENNY WISE OFFICE PRODUCTS [PW] ■ *

Full range of brand-name office products.
VI/MC/AM/COD/DB/CSH US

PEPPERIDGE FARM [PF] ■ *

Gourmet cookies, candies, gifts, etc.
VI/MC/AM/DI/DIS US

PRICE MOTORCARS [PRC]

Auto accessories and gifts of distinction.
VI/MC/AM/DIS US/CD/JP

PROGRAMS PLUS [PP]

Apple/Macintosh software and accessories.
VI/MC US/CD/JP/OT

PUBLISHERS CLEARING HOUSE [PUB]

Magazine subscriptions at low prices.
VI/MC US

PUSH PEDAL PULL FITNESS [PPP] ■ *

Professional home exercise equipment.
VI/MC/AM/DIS US

R**RADIO DOCTORS [RD] ■ ***

Music on CD and cassette.
VI/MC/AM/DIS US

RECORD AND TAPE CLUB [RT] ■ *

Record and tape ordering club.
DB US

RENT MOTHER NATURE [RM] ■ *

Nature's gifts, leasing programs, etc.
VI/MC/AM US/OT

S**SAFWARE COMPUTER INSURANCE [SAF] ■**

High-tech equipment insurance.
VI/MC US/CD/JP/OT

SEARS [SEARS] ■ • •

Electronics, home-office supplies, Nintendo and videos.
DIS/SC/CSH US

SECURITY PACIFIC [SEC] †

Online low-interest credit application.
US

SHARON LUGGAGE AND GIFTS [SL] ■ *

Luggage, fine leather goods and unique gifts.
VI/MC/AM US/CD/JP/OT

SHOPPERS ADVANTAGE CLUB [SAC]

Discount shopping club.
VI/MC US

SIMON DAVID [SIM] ■ *

Gourmet foods, meats from Texas.
VI/MC/AM/DIS US/CD/JP/OT

SMALL COMPUTER BOOK CLUB [BK]

Quality computer books.
DB US/CD

SOFTWARE DISCOUNTERS OF AMERICA [SDA]

Software for a wide range of computers.
VI/MC US/CD/JP/OT

SOME THINGS SPECIAL UNIQUE BOUTIQUE [SP] ■ *

Unique gifts and computing accessories.
VI/MC/AM/DIS US/CD

SPRINGER-VERLAG [SV] ■ • †

An array of computing and programming books. New! GO SV for details.
VI/MC/AM/DIS US/CD

SPORT SOURCE, THE [SS] ■ *

Sporting goods, apparel, accessories.
VI/MC US/CD/JP/OT

SQUISHY WISHY ZOO [SW] †

Lovable, huggable stuffed animals. New! GO SW for details.
VI/MC US/CD/JP/OT

STARNET'S CATCH OF THE DAY [NET]

Fresh Gulf and Caribbean Seafood. New! GO NET for Details.

STATIONERY CENTER, THE [SC] ■ *

Office supplies, furniture, etc.
VI/MC/AM/DIS/COD US/CD/JP

T**TALL TAILS [TT]**

Supplies and gifts for your pet.
VI/MC/COD US/CD/JP/OT

TIME-LIFE BOOKS, MUSIC AND VIDEOS [TL]

Books, music and video series.
VI/MC/AM US

TRW CREDENTIALS [CRE]

Know the details of your credit status.
VI/MC/AM US

TSR GAMES SHOPPE [TSR] ■ *

Adventure, fantasy games and accessories.
VI/MC US/CD/JP/OT

U**USA TODAY [UT]**

Subscribe to the nation's newspaper.
VI/MC/AM US

W**WALDEN COMPUTER BOOKS [WB]**

Computer books and accessories.
VI/MC/AM US/CD/JP/OT

WALTER KNOLL FLORIST [WK]

Plants, flowers and gifts via FTD.
VI/MC/AM/DI/DIS/DB US/CD/JP/OT

WILLIAMS & EEDEN GARDEN CENTER [WE] ■ *

Flowers, plants and garden tools.
VI/MC US/CD

WORDSWORTH BOOKS [WO] ■ *

Books, new titles, catalogs.
VI/MC/AM/DIS US/CD/JP/OT

Y**YES! BOOKS AND VIDEOS [YB] ■ ***

A unique collection of books and videos.
VI/MC/AM US/CD/JP/OT

Merchants by Department

APPAREL/ACCESSORIES

AC Americana Clothing †
AO Artwear/Outwest ■ *
AU Austad's Golf Shop ■ *
BR Brooks Brothers ■ *
CLC Camelot London Collection Lingerie
JCP JCPenney • *
PFS Paul Fredrick Shirts Co.
SL Sharon Luggage and Gifts ■ *
SS The Sport Source ■ *

ARTS/MUSIC/VIDEO

CD CD Club *
CM Classical Music Club
DMS Discount Music Supply ■ *
LE The Laser's Edge
MAO Music Alley Online
FA Museum of Fine Arts, Boston ■ *
RD Radio Doctors ■ *
RT Record and Tape Club *

SEARS Sears ■ • •

TL Time-Life Books, Music and Videos

YB YES! Books and Videos ■ *

AUTO

AL Alamo Rent A Car
AI Automobile Information Center
AQ Autoquot-R
BU Buick Magazine
CI CIGNA Insurance
FORD Ford Motor Co. ■
NI Nissan Motor Corp. in the USA ■

PRC Price Motorcars

BOOKS/PERIODICALS

BB Brady Books
CS Computer Shopper
CK Create-A-Book
DJ Dow Jones & Co.
MH McGraw-Hill Book Co. ■ *
MC MacUser
MFM Money's Financial Market
PCC PC/Computing
PM PC Magazine
PUB Publishers Clearing House
BK Small Computer Book Club

SV Springer-Verlag ■ • †
TL Time-Life Books, Music and Videos
UT USA Today
WB WaldenCOMPUTERbooks
WO Wordsworth ■ *

BUSINESS/FINANCE

ATT AT&T Home-Office Resources Online
ATT AT&T Toll-Free 800 Directory
CF CheckFree Corp.
DR Dreyfus Corp.
DJ Dow Jones & Co.
INC A Guide to Incorporating
HRB H&R Block
TKR Max Ule Discount Brokerage
MFM Money's Financial Market
NN NewsNet
SEC Security Pacific †
CRE TRW Credentials

CLUBS/MEMBERSHIPS

CM Classical Music Club *
CD CD Club *
RT Record and Tape Club *
SAC Shoppers Advantage Club *
BK Small Computer Book Club
TL Time-Life Books, Music and Videos

COMPUTING

CDA CDA Computer Sales ■ *
ORD CompuServe Store
CE Computer Express *
CS Computer Shopper
DM Direct Micro *
HTH Heathkit ■ *
MF MacFriends ■ *
MC MacUser
MW MacWarehouse ■ *
MM Marymac Industries
MCW MicroWarehouse ■ *
OS Online Store
PCC PC/Computing
PM PC Magazine
PP Programs Plus
SAF Safeware Computer Insurance ■

SDA Software Discounters of America
SP Some Things Special Unique Boutique • *
SV Springer-Verlag ■ • †
WB WaldenCOMPUTERbooks ■ *

GIFTS/FLOWERS/GOURMET FOODS

AK Alaska General Store ■ *
ATT AT&T Toll-Free 800 Directory
BH Breton Harbor Baskets †
CC The Chef's Catalog ■ *
CLC Camelot London Collection Lingerie
COF Coffee Anyone™ ???
CK Create-A-Book
FFS Florida Fruit Shippers ■
FS Flower Stop ■
FO Food America †
GIM Gimme Jimmy's Cookies
GC Godiva Chocolatier ■ *
HS Hammacher Schlemmer ■ *
HL The Healthy Living Store
HH Helen Hutchleys La Dolceria ■ *
FA Museum of Fine Arts, Boston ■ *
PF Pepperidge Farm ■ *
RM Rent Mother Nature ■ *
SL Sharon Luggage and Gifts ■ *
SIM Simon David ■ *
SP Some Things Special Unique Boutique • *
NET Starnet's Catch of the Day
SW Squishy Wishy Zoo †
WK Walter Knoll Florist
WE Williams & Eeden Garden Center ■ *

HEALTH/BEAUTY

BH Breton Harbor Baskets †
CL Contact Lens Supply
RX Court Pharmacy
CR Crabtree & Evelyn ■ *
HL The Healthy Living Store ■ *
PPP Push Pedal Pull Fitness ■ *

HOBBIES/TOYS/PETS

HC Hobby Center Toys
SEARS Sears ■ • •

SW Squishy Wishy Zoo †
TT Tall Tails
TSR TSR Games Shoppe ■ *
WE Williams & Eeden Garden Center ■ *

INFORMATION/SERVICES

ATT AT&T Home-Office Resources Online
ATT AT&T Toll-Free 800 Directory
CI CIGNA Insurance
ORD CompuServe Store
MN Mentor Technologies
SAF Safeware Computer Insurance ■
SEC Security Pacific †
CRE TRW Credentials

MERCHANDISE/ELECTRONICS

BR Brooks Brothers ■ *
CC The Chef's Catalog ■ *
ORD CompuServe Store
RX Court Pharmacy
HS Hammacher Schlemmer ■ *
HTH Heathkit ■ *
JCP JCPenney • *
MI Miltrobe Electronics • *
SEARS Sears ■ • •
SAC Shoppers Advantage Club

OFFICE SUPPLIES

DM Direct Micro *
EX Executive Stampler ■ *
PW Penny Wise Office Products
SEARS Sears ■ • •
SC The Stationery Center ■ *

SPORTS/LEISURE

AU Austad's Golf Shop ■ *
HS Hammacher Schlemmer ■ *
PPP Push Pedal Pull Fitness ■ *
SS The Sport Source ■ *

TRAVEL/VACATIONS

AF Air France *
ATT AT&T Toll-Free 800 Directory
FI France Info USA
OA Official Airline Guides ■
SL Sharon Luggage and Gifts ■ *

FREE SHOPPING AND MALL NEWS

FREE SHOPPING

Remember ... Connect time is always **free** at AT&T Toll-Free 800 Directory (GO ATT) and at Buick Magazine (GO BU). Plus, shop the following stores **free** of connect-time fees from 12:01 a.m. EDT Saturday through 11:59 p.m. EDT Sunday on select weekends.

Oct. 13 to Nov. 3.

Shop JCPenney **free** of connect-time fees every day. GO JCP

Nov. 3 and 4.

Brooks Brothers. GO BR
Camelot London Collection Lingerie. GO CLC
Crabtree & Evelyn. GO CR
Hobby Center Toys. GO HC
McGraw-Hill Book Co. GO MH
The Online Store. GO OS
Pepperidge Farm. GO PF
Time-Life Books, Music and Videos. GO TL
WaldenCOMPUTERbooks. GO WB

Nov. 4 to 10 and Nov. 25 to Dec. 1.

Shop Penny Wise Office Products **free** of connect-time fees. GO PW

Nov. 8 to Dec. 12.

Shop Software Discounters of America **free** of connect-time fees every day. GO SDA

Nov. 10 and 11.

Americana Clothing. GO AC
Brooks Brothers. GO BR
Camelot London Collection Lingerie. GO CLC
CIGNA Insurance. GO CI
Crabtree & Evelyn. GO CR
Discount Music Supply. GO DMS
Hobby Center Toys. GO HC
Pepperidge Farm. GO PF
Security Pacific. GO SEC
Simon David. GO SIM
Starnet's Catch of the Day. GO NET
Time-Life Books, Music and Videos. GO TL
WaldenCOMPUTERbooks. GO WB

Nov. 11 to 17.

Shop Sears **free** of connect-time fees every day. GO SEARS

Nov. 15 to 21.

Shop Shoppers Advantage Club, America's largest discount shopping service, **free** of connect-time fees every day. GO SAC

Nov. 17 and 18.

AT&T Home-Office Resources Online.
GO ATT
Brooks Brothers. GO BR
Camelot London Collection Lingerie. GO CLC
CIGNA Insurance. GO CI
Crabtree & Evelyn. GO CR
Florida Fruit Shippers. GO FFS
Heathkit. GO HTH
Helen Hutchley's La Dolceria. GO HH
Pepperidge Farm. GO PF
Simon David. GO SIM
Software Discounters of America. GO SDA
Some Things Special Unique Boutique.
GO SP
The Sport Source. GO SS
The Squishy Wishy Zoo. GO SW
Time-Life Books, Music and Videos. GO TL
WaldenCOMPUTERbooks. GO WB
Williams & Eeden Garden Center. GO WE

Thanksgiving Weekend—Nov. 22 to 25.

Shop the entire Electronic Mall® **free** of connect-time fees. Standard connect-time fees are waived in all Mall stores for four days.

Nov. 26 to Dec. 17.

Shop JCPenney **free** of connect-time fees every day. GO JCP

For an up-to-date list of upcoming free shopping, GO MALL and select "Mall Headlines & Happenings."

Remember Friends and Family Overseas.

Many Mall merchants will gladly ship merchandise anywhere in the free world for you. Florida Fruit Shippers, for example, flies its EUROPAK to nine countries, including Great Britain, France, the Netherlands and Germany from November to January. Walter Knoll Florist delivers its fresh arrangements to more than 135 countries. Consult the shipping key on page 60 to find merchants who ship overseas.

Corporate Gift-Giving Made Easy.

Need multiple gifts for business associates or clients? Consult The Electronic Mall's Corporate Gift Guide. Many merchants, including Breton Harbor Baskets, Godiva Chocolatier and Simon David, offer custom corporate gift services. GO MALL for details.

GIFTS THAT GIVE ALL YEAR

Specialty Magazine Subscriptions.

Something for everyone. Select from more than 300 publications, all at discount prices. Order popular standards, including *Life*, *Sports Illustrated*, *Time*, *Newsweek*, *Playboy* and *Travel & Leisure*. Also choose from *Car and Driver*, *Stereo Review*, *National Parks Magazine*, *Scientific American*, *Audubon*, *Outdoor Photographer* and *Longevity*. Gift cards available.

From Publishers Clearing House. GO PUB

CompuServe Information Manager.

Introduce your family and friends to the wonderful world of CompuServe. Access, sort and use information more efficiently and economically. MS-DOS and Macintosh. Remember, there is never a connect-time fee at CompuServe Store.

From CompuServe Store. GO ORDER

Members: **\$24.95.**

Non-members: **\$39.95.**

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Send the season's best throughout the year. The highest quality fruits, fresh from the orchard, are delivered each month right to your recipient's door, along with your personal greeting proudly displayed on the package. Three-month club, \$49.95. Six-month club, \$99.95. 12-month club, \$189.95.

From Food America. GO FO

COMING NEXT MONTH ...

- More free connect time for holiday shopping.
- Last-Minute Gift Guide for late shoppers.
- Santa live at the Convention Center on Sunday, Dec. 2.



Choose a corporate gift basket. GO BH



Order popular magazines. GO PUB



CompuServe Information Manager. GO ORDER

GO 99 and Find It Fast!

Go online to order items pictured in *Go Mall* by typing 99 after any Mall Merchant's GO command. For example, select an item featured on the cover, type the merchant's GO command followed by 99 (i.e., GO SDA99) and zip to a list of the merchant's featured products. It's that easy.

What the heck is "free connect"?

When you browse in participating merchants' online stores during **free-connect** weekends, you pay **no** standard CompuServe connect-time rates while shopping in that store. Applicable communications surcharges *remain in effect*. A list of **free-connect** weekends can be found in 'This Week's Mall News.'

If you're looking
for the lowest air fares
for your summer travel,
try the



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GO AQ

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GO COF

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Shopper's Guide

GO OLI-70 to get information about
CompuServe Magazine's mini-ad program.

To request information from Shopper's
Guide advertisers, follow the instructions
outlined in each ad.

CompuServe

Page OLI-70

SHOPPER'S GUIDE

1. About Shopper's Guide
2. Rates and Information

*Note: Additional requests during the same ses-
sion will not require you to re-enter your name and
address.

Guidelines to Requesting Information Through OLI

Online Inquiry

Online Inquiry is *CompuServe Magazine's*
electronic version of the traditional reader
inquiry card. To request additional informa-
tion about products or services described in
CompuServe Magazine, simply access Com-
puServe and type GO OLI at any prompt.

CompuServe Page OLI-1
COMPUSEVE MAGAZINE ADVERTISERS
ONLINE INQUIRY (OLI)

1. OLI Instructions
2. CompuServe Magazine Display Ads
3. Print Edition Reviews
4. Shopper's Guide Mini-Ads

Display Ads

GO OLI-160. Inquiries to this section will be
followed by a brief description of the
CompuServe Magazine ad. To request addi-
tional printed information, simply enter
your name and address at the prompts. OLI
will add your User ID number and electroni-
cally forward your request to the appropri-
ate advertiser(s). The names, addresses and
User ID numbers will also be forwarded via
US Mail at the end of each month.

CompuServe Page OLI-160
COMPUSEVE MAGAZINE

ADVERTISERS/OLI

1. May 1990 Advertisers
2. Apr. 1990 Advertisers
3. Mar. 1990 Advertisers

Editorial Articles/Reviews

At the end of each electronic version product
review, you'll be asked if you wish to request
further information through the Online In-
quiry system. A "yes" response will let the
system prompt you for your name, address
and other information so that your request
can be forwarded to the appropriate com-
pany. If you respond "no," the system will
return you to the previous menu.

To request information about products
reviewed in the print edition, GO OLI-280
and select the appropriate listing, such as
May Hardware Reviews. At the next menu,
select the product you're interested in. If you
answer "yes" at the question prompt, the
OLI system will prompt you for the neces-
sary information.

Requests to these sections will be stored
and forwarded by traditional mail once each
month.

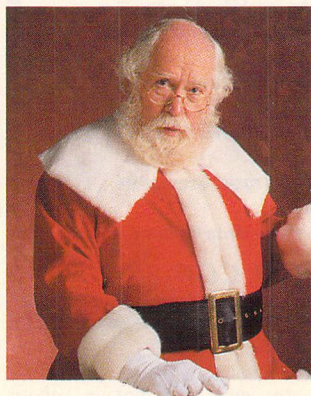
CompuServe Page OLI-280
REVIEW LISTINGS/PRINT EDITION

1. May Hardware Listings
2. May Software Listings
3. May New Product Listings

Advertiser's Directory

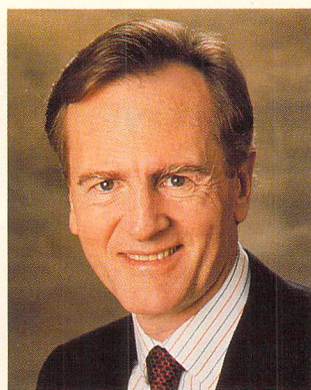
Autoquot-r	63
Checkfree	C-2
Coffee, Anyone ???	63
GE Ridge	63
Health Database Plus	4
IQuest	25, 27, 29
Marymac	63
McGraw Hill	45
Mentor	24
Money Magazine	1
Official Airline Guides	5
On-Line Store	37
Paul Fredrick	21
Quick & Reilly	32
Quick Results Video	9
Radio Shack	C-3
RMC	45
SDA	63
Shoppers Advantage	39
Software Discounters	21
Spear Financial	29
Supra	C-4
Traveler's Access	33
University of Phoenix	38
Waldenbooks	43

UPDATE



Let Santa Help You Pick Your Presents

If you're stumped on what to get a special someone, or have an impossible-to-please recipient on your list, share your gift-giving dilemmas with Santa starting Nov. 1 in The Electronic Mall. He'll offer several custom suggestions for gifts that can be conveniently ordered at The Mall. GO MALL and select "Holiday Bazaar '90."



Apple CEO to Visit Mac Forum

John Sculley, chairman and CEO of Apple Computer, will appear as a guest celebrity through November in the Macintosh New Users/Help Forum as part of the yearlong celebration of MAUG's 10th anniversary online. Apple II and Mac users can talk directly to the company's highest authority. For more information on this and other planned celebrity sojourns, GO MACNEW.

You can receive and store more messages in your CompuServe mailbox. Mailbox capacity has been expanded from 50 to 100 messages. Mail can still be stored (90 days for ASCII text, up to 30 days for binary messages). There are never any storage charges. GO MAIL

Browse free of connect time in the AT&T 800 Directory and Buick Magazine every day of the year. Searchable by company name or category, the AT&T directory (GO ATT) provides thousands of toll-free numbers. *Buick Magazine* (GO BU) spotlights the car maker's 1991 model year, and allows you to order free color brochures. Many other Mall stores offer free connect on select days in November, including JCPenney, Brooks Brothers, Sears, and Crabtree & Evelyn. The entire Electronic Mall is connect-free Nov. 22-25, Thanksgiving weekend. For a complete schedule, GO MALL

Save 50 percent on a search of IQuest's Trinet US Businesses Database in November. Use this service to find information on more than 7.5 million public and private companies, including address and phone, sales and other market data. The \$4.50 usage credit on each \$9 search will appear on your charges approximately one week after the search. GO IQUEST

Data Based Advisor Magazine now has a CompuServe forum. One of the oldest and most respected magazines in the PC industry, the *Advisor* and its online companion are dedicated to informing buyers and users about databases available on the market. The forum is divided among product types and contains sections for subscriber information and access to the magazine's editors. The libraries feature code to assist you in developing a custom application using your favorite database package. GO DBADVISOR

Members using Computer Database Plus for the first time will receive up to a \$5 usage credit for transaction and connect-time surcharges incurred during their first session in November. Computer Database Plus contains 183,000 article summaries and full-text articles from more than 140 leading computer magazines such as *MacUser*, *PC Week*, and *PC Magazine*. GO COMPDB

All 36 SUPERSITE reports have been updated with data showing 1990 estimates and 1995 forecasts of key demographic indicators. The update also includes a new report, "Disposable Income and Net Worth." SUPERSITE gives detailed demographic information for the United States, covering income, housing, education and employment, with current and projected-year forecasts. Sample reports are available online. GO SUPERSITE

NEXT MONTH • Ease of Use: How CompuServe Information Manager Delivers • Opening Windows: Microsoft's Best Yet • Investment Year in Review: Taking Stock of 1990 • A Swiss Christmas: Slopes, Sights and Silent Nights • Thank You for Not Talking Shop: Non-Topic Message Sections

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PC Magazine 6/28/88

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higher priced competitors, and throughput
...proved identical."

CompuServe Magazine 1/90

MacInTalk 6/89

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JOHN C. DVORAK, *PC MAGAZINE*, 6/28/88

"...it performed as well as a much more
expensive modem."

AmigaWorld 10/89

"It's inexpensive, Hayes™-compatible, and
works fine."

Macworld 11/88

"I can highly recommend the Supra 2400
modem as providing excellent value for the
price."

ST Informer 2/88

"The SupraModem 2400™ has the multiple
benefits of Hayes compatibility, reliability,
affordability, and compact physical size."

A+ Magazine 7/88

"The notably small package, virtually in-
destructable case, front panel switch, and
clear speaker combined with a very
attractive price...make this modem
a keeper here."

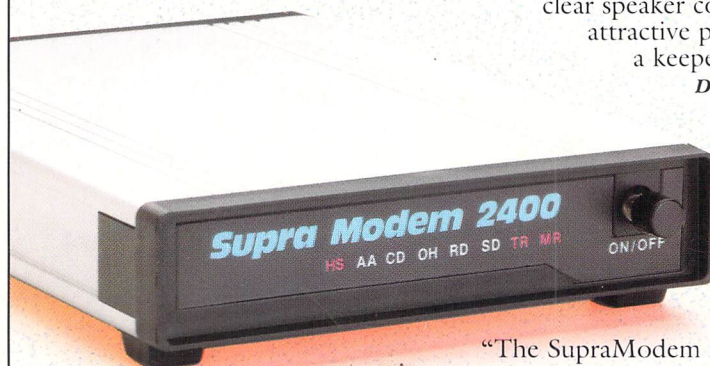
Denver PC Boardwatch 7/88

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examined here."

*inCider, The Apple II
Magazine* 1/89

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ST-Log 7/88



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